APRIL 26, 1954 TECHNOLOGY DEPT. 35c PER COPY

BROADCASTING TELECASTING

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NEWSPAPER
Dec54 H-1
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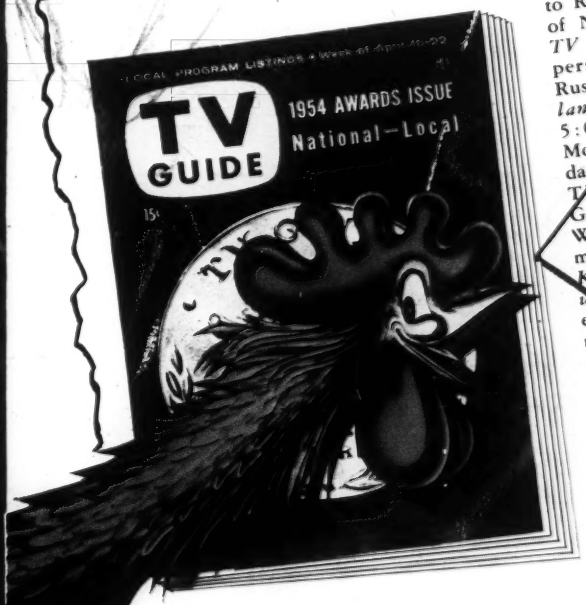
IN THIS ISSUE:

Shows That Win—
Win and Show

1st Place

to Russ Emery in all of New England, in *TV Guide's* television personality contest! Russ emcees *New England Talent Club*, 5:00 to 5:15 p.m. Monday through Friday. Came to WJAR-TV after playing Gogi's La Ronde, Hotel Warwick's Raleigh Room, the Copacabana, Paramount Theater. On TV has been featured on *Ken Murray Show*, *Kate Smith Show*, *Joan Edwards Show*, *Celebrity Time*, *Faye Emerson Show*, etc. Has sung on all major radio networks, was male singing star on *Pet Milk* (*Sharon Munchausen*) *Show*, guested with Paul Whiteman, Teen Timers and others . . . had his own *Russ Emery Show* 56 weeks on WNEW, New York. Look up his Columbia Records releases!



NBC - BASIC
ABC - Supplementary
Dumont - Supplementary

3rd Place

to Hum and Strum, harmonizing daily in songs with piano accompaniment — now celebrating their 30th Anniversary as one of the most harmonious teams in show business. Hum and Strum have played all the major TV and radio nets, all major vaudeville circuits and night clubs everywhere — including southern Europe and Africa with the USO . . . came to WJAR-TV from a four year stint in Boston television, are seen Monday through Friday from 12:45 to 1:00 p.m. Popular demand recently added night shows Tuesday, Thursday and Sunday. Their recordings have international distribution.

WJAR-TV
CHANNEL 10
PROVIDENCE, RHODE ISLAND
National Sales Representatives — WEED TELEVISION

Proof positive of the effectiveness of our live local shows—17 daily, Monday through Friday — in Southern New England's BIG, RICH market!

23RD year

Thank You Thank You Thank You Thank You Thank You Thank You Thank You Thank You Thank You
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Our Sixth Anniversary...

a time to say "Thank You" 425 times

We're sentimental at WTVR. That warm glow of gratitude and pride fairly overtakes us on anniversaries. Gratitude to our 425 wonderful regular weekly clients, among them America's most distinguished companies. Gratitude to our loyal viewers, many of whom have been with us since April 22, 1948, the day we began commercial operation. And pride of being "The South's First Television Station." Today we're still Richmond's only TV station. WTVR now serves over 441,000 Television Homes throughout Virginia and North Carolina, with its new Maximum Power—100,000 Watts, Maximum Height—1049 feet antenna. As always you can expect Maximum Results. We hope you will be with us on our next anniversary!

FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR TV

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

SIGMA DELTA CHI
PROFESSIONAL JOURNALISM FRATERNITY
NATION'S LARGEST NEWSMEN'S ORGANIZATION

"For Distinguished Service....
in the field of
RADIO
NEWS
REPORTING"

Gordon Gammack

KRNT DES MOINES, IOWA

THE REGISTER and TRIBUNE STATION

THE CITATION

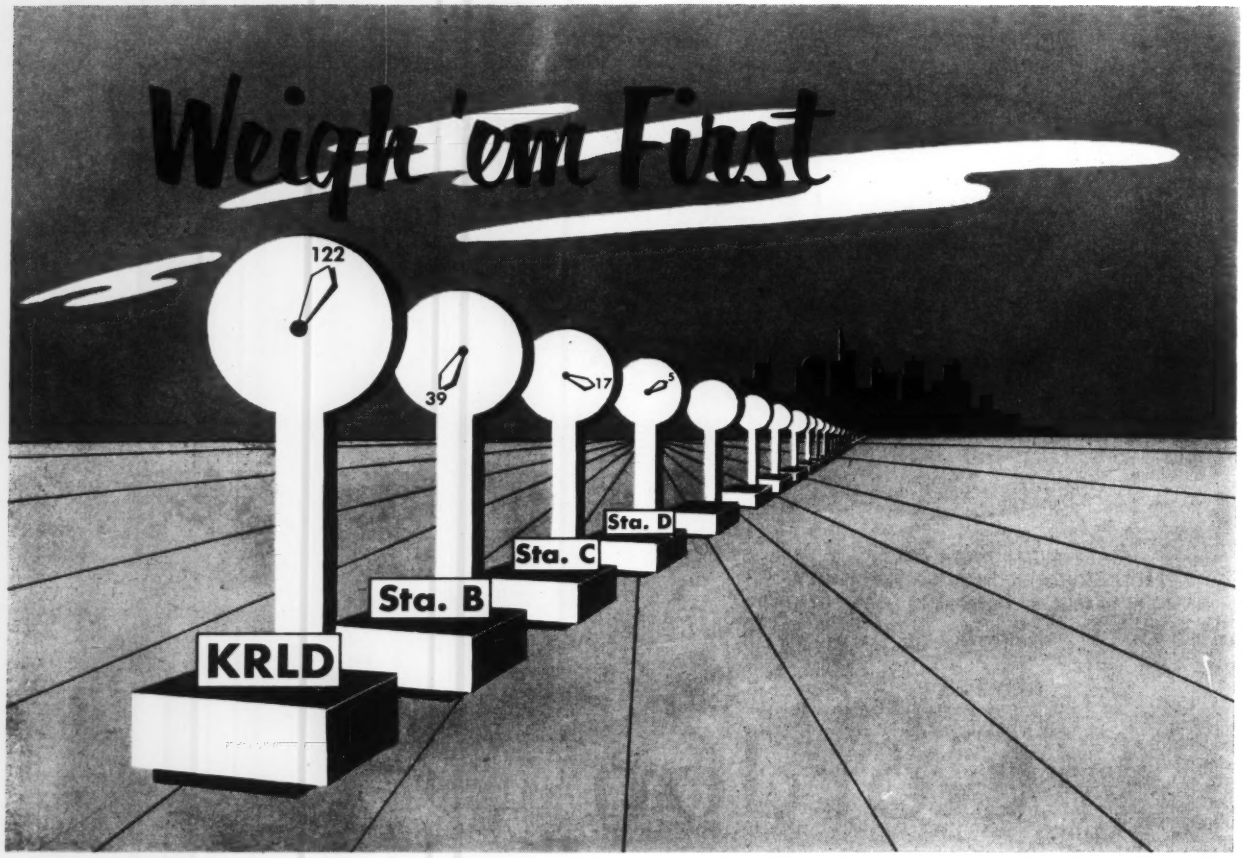
For distinguished service in the field of Radio News Reporting, the Sigma Delta Chi award is made to Gordon Gammack of radio station KRNT, Des Moines, Iowa. During a time when millions of Americans were keenly interested in the exchange of prisoners in Korea, Gordon Gammack was on hand at Freedom Village to talk to the men as they crossed the line to freedom. Gammack's recorded interviews are a fine example of the type of superior news service that a broadcasting station can give its own particular listening audience. The interviews were with Iowa men, geared specifically to the interests of an Iowa listening audience. Timely, interesting, and packed with dramatic news values, the interviews were conducted with good taste and without exploiting the emotional elements involved.

★

Gordon Gammack is one of KRNT's large full-time staff of professional newsmen, serving Iowa hour in, hour out -- day in, day out -- year in, year out -- anywhere there's news!

★

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



OVERPOWERING WEIGHT OF NUMBERS PROVES KRLD TOPS!

In 122 out of 192 15-minute periods, between 8:00 a.m. and 12:00 midnight—7 days per week —KRLD enjoys top audience ratings, says Pulse. An almost unbelievable dominance of a major market by a single radio station.

But Pulse, December-January, says it's so.

NOW . . . KRLD delivers more audience in Dallas and Fort Worth combined than any other one station.

Here's the score:

KRLD	Leads	122 15-minute periods out of 192
Sta. B	Leads	39 15-minute periods out of 192
Sta. C	Leads	17 15-minute periods out of 192
Sta. D	Leads	5 15-minute periods out of 192

Stations E, F. G and H. No Firsts

THE STATION THAT CARRIES THE WEIGHT!

"The Make-Sense Buy"

KRLD DALLAS

OWNERS AND OPERATORS OF KRLD-TV, 100,000 WATTS VIDEO
EXCLUSIVE CBS OUTLET FOR THE DALLAS AND FORT WORTH AREA
THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE
THE TIMES HERALD STATION . . . THE BRANHAM CO., Exclusive Representative

John W. Runyon, *Chairman of the Board* . . . . . Clyde W. Rembert, *President*

closed circuit®

ON UNQUESTIONED Washington authority, it's learned that President Eisenhower on March 25 asked Dr. Frank Stanton, CBS president, to accept appointment as his administrative assistant on psychological warfare. Dr. Stanton, however, was constrained to decline because of contractual commitments to CBS Inc. Post proffered was that recently vacated by C. D. Jackson, who returned to executive staff of Time Inc.

★ ★ ★

NBC Top Brass regard their controversial "participation" or "insertion" plan of radio advertising as last chance for network as it is known today. Other networks are watching NBC's progress, say they too can sell one-minute announcements if trend is in that direction.

★ ★ ★

HIGH ON LIST of likely successors to Leonard F. Erikson as director of Voice of America is Jack R. Poppele, tv consultant and former vice president in charge of engineering of Bamberger Broadcasting Co. (WOR-AM-TV). Appointment will be made by Theodore C. Streibert, director of U. S. Information Service and former Bamberger president, by May 1, after appropriate clearances.

★ ★ ★

ROSEL H. HYDE, who served for past year as chairman of FCC, is now signing his mail "acting chairman," this because his one-year term expired April 18 and because FCC, under new provision of law, "elected" him to act as chairman in absence of action by President Eisenhower (see editorial page 120).

★ ★ ★

VARIANCE in results from radio advertising of 45 to 1 between similar department stores being reported to 17 large department stores by Amos Parrish & Co. Parrish conducted item promotion tests for these stores with BAB footing $16,000 bill to ascertain which items sold best via radio. Radio in many stores pulled poorly in comparison with newspaper. BAB analysis shows poor performance almost always linked to short, badly-written copy and bad positioning of announcements. Stores using preponderance of minutes and hard-hitting copy showed well despite their relative inexperience with radio. Newspaper results for same stores varied about 16 to 1.

★ ★ ★

MODEL for new Television Advertising Bureau (story page 7) likely to be Bureau of Advertising, ANPA, which has concentrated on increasing sales of individual newspapers, rather than BAB, which serves networks as well as stations with its radio sales promotion activities, according to original thinking of TAB organizers, it was learned.

★ ★ ★

STATION Representatives Assn., which at request of tv stations set up TAB meeting of top tv broadcasters to discuss idea, cooperating further by giving new group houseroom in SRA New York headquarters pending completion of permanent organization. Underscoring representatives' endorsement of project unmistakably is SRA contribution of $5,000 to TAB organization fund.

★ ★ ★

ONE OF SEVERAL radical proposals expected to be thrown at Potter Communications Subcommittee hearings, beginning May 4, will be plan to have government advance 10-year low interest loans to "qualified" uhf station operators. Based on pre-hearing soundings, Chairman Potter (R-Mich.) evidently feels drastic action may have to be taken to give succor to uhf permittees.

WHILE ALCOA may have had "uncomfortable moments" over McCarthy-Murrow episode, it has renewed *See It Now* for customary 13 weeks and has picked up summer "hiatus." Heretofore it has renewed on 13-week cycle.

★ ★ ★

WITH ADDITION of two new accounts recently—Hawley & Hoop (M&M candies) and American Chicle Co.—Ted Bates Agency, N. Y., is in process of dividing its radio and television timebuying department into four groups instead of three. Fourth group, which will handle above accounts plus Anahist Co. and Carter Products, will be under supervision of MacDonald Dunbar. Chet Slaybough, with Morse-International as manager of radio department for past 11 years and before that with BBDO, effective May 17 joins group at Bates as head timebuyer under Mr. Dunbar. On May 3, Frank Thompson, with Dancer-Fitzgerald-Sample, N. Y., moves to new group as timebuyer.

★ ★ ★

EXCEPT FOR prior engagement at Vatican, Bishop Fulton J. Sheen would have been on NARTB's annual convention program in Chicago next month. He was invited by Kenyon Brown, chairman, convention committee (KWFT-AM-TV Wichita Falls) to talk on "Responsibility of American Broadcasters," but declined "with deep regret" because of Rome conclave.

★ ★ ★

REMINISCENT OF FM crusade to get representation on NARTB radio board is current campaign for uhf membership on NARTB's television board. Now comprising 13 members but with provision allowing up to 18, present tv directors are being urged to name at least two uhf station board members.

the week in brief

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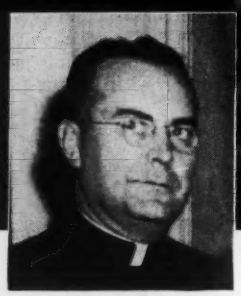


To inspire and further inter-religious understanding...

Aware of its responsibilities to the communities it serves, for the past five years WGAL-TV has presented a series of inter-religious telecasts every Sunday night at six o'clock, "Sanctuary Time."

A permanent committee of three, consisting of a man from each of the three major faiths, worked out the details of the series on a rotating schedule: Protestant, Catholic, Jewish.

Each Protestant program features a member of the Ministerial Association conducting an abbreviated service. The Catholic and Jewish programs are of a nature covering the various rituals and symbols of these religions.

Throughout its five years of service, WGAL-TV has striven to further inspire and strengthen inter-religious understanding with such programs as "Sanctuary Time." The complimentary mail response proves the value of this programming and its importance to the communities that WGAL-TV serves.

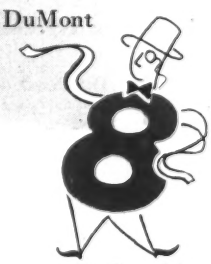
WGAL-TV

NBC • CBS • ABC • DuMont

LANCASTER, PENNA.

Steinman Station

Clair McCollough, *President*



Mr. Channel 8

Represented by

M E E K E R T V , I n c .

New York **Chicago** **Los Angeles** **San Francisco**

at deadline

ABC-TV Gets NCAA Grid Schedule; Cost Over $4 Million

SELECTION of ABC-TV to present National Collegiate Athletic Assn. tv football program next fall was announced jointly in New York Friday by Asa Bushnell, tv program director of NCAA, and Robert H. O'Brien, executive vice president of ABC.

Mr. O'Brien said that no sponsor for telecasts has been chosen but reported several under consideration. He estimated cost of entire package would run "in excess of $4 million." Games will be carried on 150 or more tv stations. They were on 92 stations last year.

Telecasts will start Sept. 18 and cover series of 12 games, 11 on Saturdays until Dec. 4 and special Thanksgiving program of one or more games. Schedule of games has not been determined.

Bids for rights were said to have been received from all tv networks and, according to NCAA Tv Committee, ABC-TV was chosen not only because of financial consideration involved but because network had submitted plans to place "emphasis on promoting collegiate football and college way of life." In this connection, Mr. O'Brien announced that ABC will present summer-fall series of radio and tv programs, touching on various aspects of college life.

NBC-TV had carried games since inception of NCAA tv program in 1951. Sponsors were Westinghouse in 1951 and General Motors in 1952 and 1953.

McCARTHY RATINGS

ABOUT as many viewers saw telecast of McCarthy-Army squabble last week as watched Kefauver hearings three years ago, according to preliminary estimates, ratings about one-third as high being offset by tripled number of tv homes since March 1951. Thursday's hearing drew total national audience estimated by ABC at 17,500,000.

Special ten-city Trendex for NBC showed NBC-TV hearing coverage got 6.0 rating Thursday afternoon, 8.8 Friday morning; ABC-TV, in six of ten cities, had 1.0 rating Thursday afternoon, 2.2 rating Friday morning. DuMont, in three of ten, had 1.7 rating Thursday afternoon, with no figure reported for Friday, according to NBC.

Hooper reported New York City hearings rating of 10 Thursday afternoon, 9 Friday morning, 12 Friday afternoon for combined three-station telecast. Friday morning hearing telecast got 14 rating in Washington, 8 in Chicago, Hooper reported.

Storer Profits Up

GEORGE B. STORER, president, Storer Broadcasting Co., announced today (Mon.) that company's net profits before taxes for quarter ending March 31 were $1,653,495, compared with $1,328,460 for similar period of 1953. Net profits after taxes for first three months were reported at $803,235, or 70 cents per share on 1,106,000 combined shares of common and class "B" common stock, as compared with $513,460, equal to 44 cents per share on combined stock, for first quarter of 1953.

Tv Advertising Bureau Plans Take Shape

PLAN to establish Television Advertising Bureau for purpose of developing both national and local advertising for tv stations was initiated by group of tv broadcasters meeting Thursday-Friday in New York. Two-day meeting was attended by executives from 17 tv stations, who, with eight others who approved idea by phone or wire, formed themselves into temporary Organizing Committee to arrange for full-scale meeting to which all tv stations will be invited. Definite date was not set, but intention was expressed to hold all-station session as soon as possible, probably in conjunction with NARTB convention in Chicago next month.

Richard A. Moore, vice president-general manager, KTTV (TV) Los Angeles, was named chairman. Richard P. Doherty, former NARTB vice president, now president of Television Radio Management Corp., was appointed consultant.

Following presentation of plan for unified action to sell and promote more tv advertising, made by Station Representatives Assn., which arranged meeting at request of number of tv broadcasters, group unanimously endorsed thinking that today's tv market requires: a) intensive sales effort, advertising and promotion at advertiser level; b) thorough cultivation of new sources of revenue; c) improvement of sales techniques and practices; d) central means of providing variety of services to agencies and advertisers.

Following meeting, Mr. Moore said: "We have just concluded a significant two days' conference on all phases of television advertising.

"With the growth of advertising, and especially of television advertising, many of us have felt very strongly that unified action on the part of stations is necessary for the proper servicing of our customers, the advertising agencies and the advertisers. We have also felt that the best way of developing our national and local advertising is to form a specific organization for those two purposes. These two classes of our business are the special responsibility of the stations, in which they must take leadership."

Members of TAB organizing committee, in addition to Mr. Moore, include: Ben Berenston, N. Y. sls. mgr., WGN-TV Chicago; Richard A. Borel, gen. mgr., WBNS-TV Columbus; Roger W. Clipp, gen. mgr., WFIL-TV Philadelphia; John H. DeWitt Jr., pres., WSM-TV Nashville; John E. Fetzer, pres., WKZO-TV Kalamazoo; Norman Gittleson, mgr., WJAR-TV Providence; Payson Hall, v. p., Meredith Pub. Co. (WHEN-TV Syracuse, WOW-TV Omaha, KPHO-TV Phoenix, KCMO-TV Kansas City); Tom Harker and George B. Storer Jr., vice presidents, Storer Bcstg. Co. (WJBK-TV Detroit, WSPD-TV Toledo, WBRC-TV Birmingham, WAGA-TV Atlanta, KGBS-TV San Antonio); Richard B. Hull, gen. mgr., WOI-TV Ames; William Kiley, v. p., WFBM-TV Indianapolis; C. Howard Lane, mgn. dir., KOIN-TV Portland, Ore.; William Quarton, gen. mgr., WMT-TV Cedar Rapids; Lee Ruwitch, v. p., WTVJ (TV) Miami; P. A. Sugg, mgr., WKY-TV Oklahoma City; Charles Thieriot, mgr., KRON-TV, San Francisco; George Whitney, v. p., KFMB-TV San Diego; Leslie Johnson, v. p., WHBF-TV Rock Island, Ill.

John Blair, chairman, Blair Tv, and SRA president, headed the group of station representatives present at the meeting. Others were: Arthur Sherin, Avery-Knodel; William Weldon, Blair Tv; Monroe Long Jr., Branham Co.; H. Preston Peters, Lloyd Griffin, Free & Peters; Eugene Katz, George Brett, The Katz Agency; Robert Meeker, Robert Meeker Assoc.; William Wilson, John E. Pearson Co.; Joseph J. Weed, Peter James, Weed Television Corp.; Leonard Hammer, Adam J. Young Jr. Inc.; T. F. Flanagan, managing director, SRA.

• BUSINESS BRIEFLY

PHILIP MORRIS RADIO • Philip Morris & Co., N. Y., preparing one-minute radio spot announcement campaign in about 50 markets, five times weekly for 52 weeks. Starting dates May 3 and May 10. Biow Co., N. Y., is agency.

LUCY REPLACEMENT • Biow Co., N. Y., considering panel show and film series as summer replacement for Philip Morris' *I Love Lucy* show on CBS-TV.

ETHEL FILM SHOW • Ethel Corp., N. Y. (Ethel gasoline), through BBDO, N. Y., planning to sponsor quarter hour sports film show in 45 markets with starting date scheduled May 17. Contract will run for 13 or more weeks.

NARTB Study Shows Extent Of Tv Public Service

TV STATIONS carry total of 12,000 strictly "public interest" programs occupying 3,100 hours on air, according to NARTB Research Dept. survey of typical week (Jan. 11-17) conducted for Tv Information Committee. Similar study of radio to be started today (Mon.)

Tv figures cover only locally originated non-network programs. Survey shows average station had 47 hours 7 minutes of non-network programming per week, with 9 hours 32 minutes (20.2%) in public interest. Half (52%) of public interest programs were broadcast in Class A evening time, 31% in afternoon and 17% in morning.

Helpful information heads list of public interest topics, occupying 71% of time. Educational subjects were 17% and cultural topics 12%. Total of 6,053 public interest announcements donated by 104 reporting stations, or 65 hours 10 minutes, serving 133 causes.

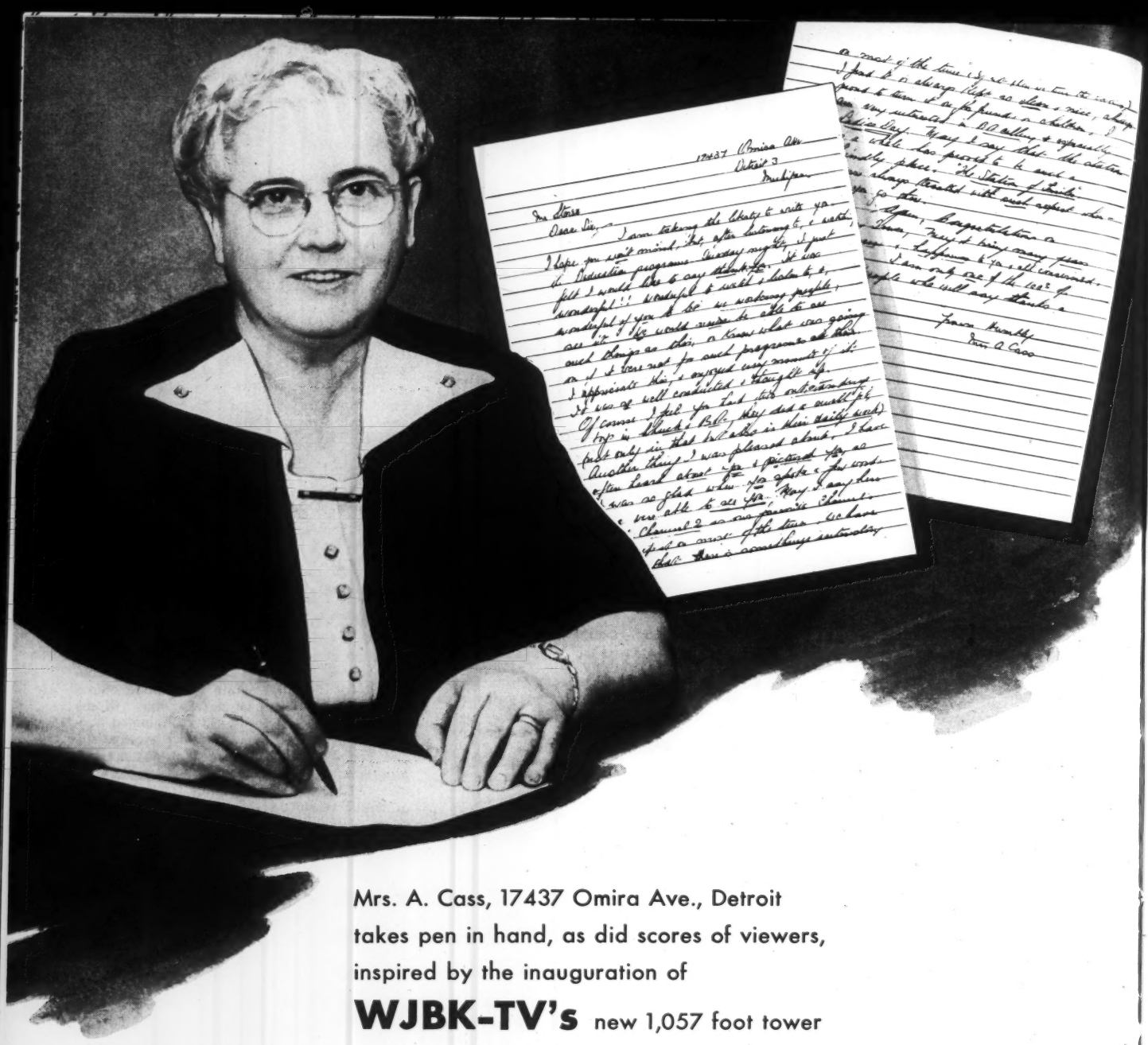
Public Interest and Profits Compatible, Says Bartley

NEW CAPITAL entering broadcasting must realize stations are licensed to serve public interest, FCC Comr. Robert T. Bartley said Friday at Dallas meeting of Texas Assn. of Broadcasters (story page 51). He added, however, there is nothing inconsistent in profitable operation and serving public interest.

Well-informed public will make right decisions, he said in pointing to importance of free flow of information. Remove censorship from totalitarian rulers, he said, and their regimes crumble.

Presiding at Friday meeting was TAB President Willard Deason, KVET Austin. Other officers are Louis R. Cook, KNOW Austin, vice president, and Richman Lewin, KTRE Lufkin, secretary-treasurer.

Panel on remote control operations included Casey Fouts, KSFA Nacogdoches; Gil Conoley, KTAE Taylor; Frank Stewart, KTXN Austin; Harwell Shepard, KDNT Denton, and Jack Hawkins, KRIG Odessa. Panel on profitable programming included Boyd Kelley, KTRN Wichita Falls; Stan McKenzie, KWED Sequin; M. E. Danbom, KTBB Tyler; Bob Bradbury, KPET Lamesa; W. E. Bradford, KSST Sulphur Springs; Joe Leonard Jr., KGAF Gainesville.



Mrs. A. Cass, 17437 Omira Ave., Detroit
takes pen in hand, as did scores of viewers,
inspired by the inauguration of

WJBK-TV's new 1,057 foot tower
and 100,000 watt power:

". . . Channel 2 is our favorite channel. We keep it on most of the time. I find it is always kept so clean and nice, always proud to turn it on for friends or children. Again, congratulations on the new tower. May it bring many years of success and happiness to you and all concerned. I am only one of the 100% of Detroit people who will say thanks a million."

A STORER STATION

Represented Nationally
by THE KATZ AGENCY

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

at deadline

Second Vhf for St. Louis Approved; Other FCC Actions

SECOND vhf station for St. Louis approved by FCC Friday with final decision granting ch. 4 to KWK there, facilitated by proposed merger of KWK principals and those of KXOK St. Louis and Missouri Valley Television Inc. [B•T, April 19]. Supporting examiner's initial decision, final ruling was without prejudice to future action on applications to effect merger proposal. Commission denied protest of ch. 54 WTVI (TV) Belleville, Ill. Other St. Louis vhf station is ch. 5 KSD-TV.

When options under merger are taken, KWK would be owned 23% by present part-owner *St. Louis Globe-Democrat*, 28% by other part-owners Robert T. Convey and associates, 23% by KXOK Inc., 23% by KSTP Inc. and 3% by St. Louis residents. KSTP-AM-TV Minneapolis-St. Paul and St. Louis residents comprised Missouri Valley. FCC order requires divestment of KXOK, proposed to be sold to C. L. Thomas, present KXOK manager. WTVI's newly filed bid for ch. 4 is expected to be returned by FCC.

Zenith Asks Postponement

ZENITH Radio Corp. asked FCC Friday to postpone for 28 days beginning of hearing with CBS for Chicago ch. 2. It said attorney Edward K. Wheeler was engaged in another case and could not be prepared for scheduled May 7 hearing.

Request followed denial by U. S. Court of Appeals of Zenith's petition that Court order FCC to order hearing between Zenith and Balaban & Katz Inc., original owners of facilities now used by CBS' WBBM-TV Chicago [B•T, April 5]. FCC ordered comparative hearing between Zenith and CBS. Zenith also asked FCC to enlarge issues, claimed CBS had almost bought Chicago Arena in contravention of court's order that CBS must not spend more than absolutely necessary during temporary occupancy of ch. 2.

Ask Approval of Houston Ch. 13 Merger

APPROVAL of FCC to consummation of Houston ch. 13 merger is asked in application filed Friday for transfer of permit from Houston Tv Co. to Houston Consolidated Tv Co. [B•T, March 1]. Latter is owned by Houston Mayor Roy Hofheinz, 16%; KTRH Broadcasting Co., 32%; Houston Area Tv Co.'s 17 stockholders, 32%; Houston Tv Co.'s 15 stockholders, 20%. Mr. Hofheinz was president-50% owner Tv Broadcasting Co. of Houston, one of four contestants.

Zenith-WOR-TV Plan Approved

FCC has approved experimental operation of Zenith Radio Corp.-WOR-TV New York Phonevision subscription tv tests [B•T, April 19]. Authority prohibits public participation, limits tests of off-air coding and decoding devices for pay-as-you-see system to Mondays-Fridays, 9 a.m. to 4 p.m., outside regular programming hours. FCC permit good for 90 days from May 15.

WBKZ (TV) Ch. 64 Suspends Until June 1

UHF CH. 64 WBKZ (TV) Battle Creek, Mich., advised FCC Friday it was suspending operation midnight that day until June 1, proposed to seek higher power and antenna to improve coverage. Station cited monthly losses of $9-10,000 since commencement last May. Station is ABC affiliate.

Easley Fails to Answer

APPLICATION of consulting engineer Robert Lex Easley for renewal of his first class radiotelephone license should be dismissed "with prejudice" for want of prosecution, FCC was told Friday in petition by chief of its Field Engineering & Monitoring Bureau. Brief argued Mr. Easley failed to answer Commission order designating renewal bid for hearing to inquire into Mr. Easley's consulting practice. Issues involve solicitation of prospective new station applicants and alleged taking of money and failure to file bids.

ANYBODY GOT $6,000?

FOX MOVIETONE News sent bill, estimated at between $6,000 and $7,500, to Sen. Joseph R. McCarthy (R-Wis.) for making film Wisconsin senator used on Edward R. Murrow *See It Now* CBS-TV show April 6. In Washington, Sen. McCarthy said he would forward bill to Alcoa, sponsors of Murrow program. In New York, Alcoa spokesman said company is responsible only for commercial portion of program. He said for past two-and-a-half years Alcoa has paid CBS fixed amount for shows. CBS was mum.

Roberts, Uhf Broadcasters Add Names to Senate Hearing List

SENATE Commerce Committee was informed Friday that W. A. Roberts, counsel, would appear before subcommittee investigating status of uhf in behalf of Uhf Tv Assn. Mr. Roberts also told committee that following uhf broadcasters plan to appear, in addition to those reported earlier (story page 52): S. W. Townsend, WKST-TV New Castle, Pa.; Fred Weber, WFPG-TV Atlantic City, N. J.; John Esau, KTVQ (TV) Oklahoma City, and Paul Harron, WIBG-TV Philadelphia.

Meanwhile, FCC asked tv stations to submit monthly revenue and expense data through March 1954 before May 3 deadline requested in its letter of last February [B•T, Feb. 8]. If March figures are not in, FCC Acting Chairman Rosel H. Hyde said, estimates may be used, or March figures may be eliminated entirely. Commission hopes to use information in uhf presentation for Senate committee.

Promotion Managers' Contest

EDNAH FORESTER, KPRC-TV Houston, and Ben K. West, KEDD-TV Wichita, are winners of station promotion managers' contest conducted for Bob Hope Minute Rice show. Winners will receive one-week all-expense-paid trip to New York and will be guests of honor of General Foods, and Young & Rubicam, at luncheon June 1.

Ten runners-up in contest were: Jack Ansell, Jr., KNOE-TV Monroe, La.; L. B. Van Dyck, Jr., KFDX-TV Wichita Falls; Del Leeson, KDYL-TV Salt Lake City; James W. Evans, WNHC-TV New Haven; Georgia N. McCarty, WVEC-TV Norfolk; W. F. Craig, WHBC-TV Muncie; Joseph P. Costantino, Jr., KEY-TV Santa Barbara; Joe Cook, KSTP-TV Minneapolis; G. Greg Van Camp, WTRF-TV Wheeling; Robert L. Cromwell, WHIZ-TV Zanesville.

UPCOMING

April 26-28: Spring conference, Radio-Electronics-Tv Mfrs. Assn., New York.

April 27-28: CBS Radio Affiliates Committee, Chicago.

April 28-29: Pennsylvania Assn. of Broadcasters, Mt. Pocono.

April 29-May 1: Southern California Advertising Agencies Assn., Deep Well Inn, Palm Springs.

For other Upcomings see page 119

PEOPLE

RALPH M. BARUCH, eastern sales manager, Consolidated Television Sales, joins New York office of CBS Television Film Sales as account executive. He previously was spot sales account executive with DuMont Network.

RICHARD DEPEW, staff director with ABC-TV program department, named assistant to eastern program director.

HAROLD F. DAVIS, formerly account executive with Ward Wheelock Adv., N. Y., has joined Sullivan, Stauffer, Colwell & Bayles, N. Y., in similar capacity.

EVERETT JARRETT and **BERNARD BENJAMIN,** formerly account executives with Frederic W. Ziv Co., have joined midwest sales staff of Television Programs of America.

WILLIAM R. WYATT, previously with BAB station relations department, to A. C. Nielsen Co., N. Y., as Nielsen Station Index sales-service representative. He formerly was with George W. Clark Inc. and Forjoe Co., radio-tv station representative firms.

AL GODWIN, for four years district representative, southeast div., Frederic W. Ziv Co., named southeastern representative of film syndication division of Motion Pictures for Television. Before joining Ziv, Mr. Godwin had been manager of KFPW Fort Smith, Ark., and WNDR Syracuse.

WMAR-TV Sponsored Color

WMAR-TV Baltimore carried sponsored color-cast Thursday of city's "welcome home" parade for its new American League Orioles baseball team which took place week before when team opened local baseball season. Color slides of parade were made by WMAR-TV cameramen and broadcast Thursday through WMAR-TV's Telechrome flying spot scanner. Sponsor was Schmidt Baking Co., and program was placed through Quality Bakers Inc.

WMAR-TV, owned by Baltimore Sunpapers, has been telecasting network color weekly and color slides daily since last December.

Also last week, WKY-TV Oklahoma City broadcast sponsored color program of live show originating in its studios (story page 64).

Protests 'Exclusive' Telecast

BLAYNE BUTCHER, WITV (TV) Fort Lauderdale, Fla., said station plans to file formal protest with FCC over purported inability to get Senate hearings in Army-McCarthy controversy off line. Public service telecasts of this type should not be handled on "exclusive basis," he contended, adding he felt CBS should have carried live coverage.

Televise Continental Can Meet

ABC-TV will cover annual stockholders meeting of Continental Can Co. in New York tomorrow (Tuesday) for subsequent filmed presentation on network's "open hearing" telecasts (Thurs., 9-9:30 p.m. EDT). This is said to mark first time that any corporate annual meeting has been telecast on national basis.

Pearson to 444 Madison

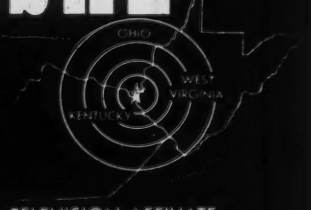
JOHN E. PEARSON, N. Y., radio and television station representative, moving from 250 Park Ave. to 444 Madison Ave. effective May 3. Firm will occupy Suite 410 and will retain phone number Plaza 1-3366.

55 Color Sets in Milwaukee

WTMJ-TV Milwaukee reports there were 55 color tv sets in use in its area as of Friday, based on check of Milwaukee distributors.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

TO REACH
THE HOUSEWIFE
AND
AUTO LISTENER
"THE HOUR
OF STARS"
5:00-6:00 PM
MON.-FRI.
PARTICIPATIONS
NOW AVAILABLE
NO PREMIUM RATE
WSAZ
Contact: C. Tom Garten
or
The Katz Agency, Inc.

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC
WSAZ


TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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BUREAUS

NEW YORK

444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Joyce Barker, Selma Gersten.
BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO

360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager;* Barbara Kolar.
John Osbon, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

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Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
*Reg. U. S. Patent Office

Copyright 1954 by Broadcasting Publications Inc.

Coffee is imported into Jacksonville at the rate of 160,000,000 pounds annually . . . and roasted at the rate of 20,000 cups per minute! In addition, Maxwell House has under construction, Jacksonville's first soluble coffee plant!

(Photograph courtesy of Maxwell House)

THIS IS

JACKSONVILLE

FLORIDA...

Coffee port of the southeast!

...WMBR is Jacksonville's most-listened-to radio station ...and WMBR-TV is Florida's most powerful television station!

Source: Latest Pulse Reports

WMBR

AM · FM · TV

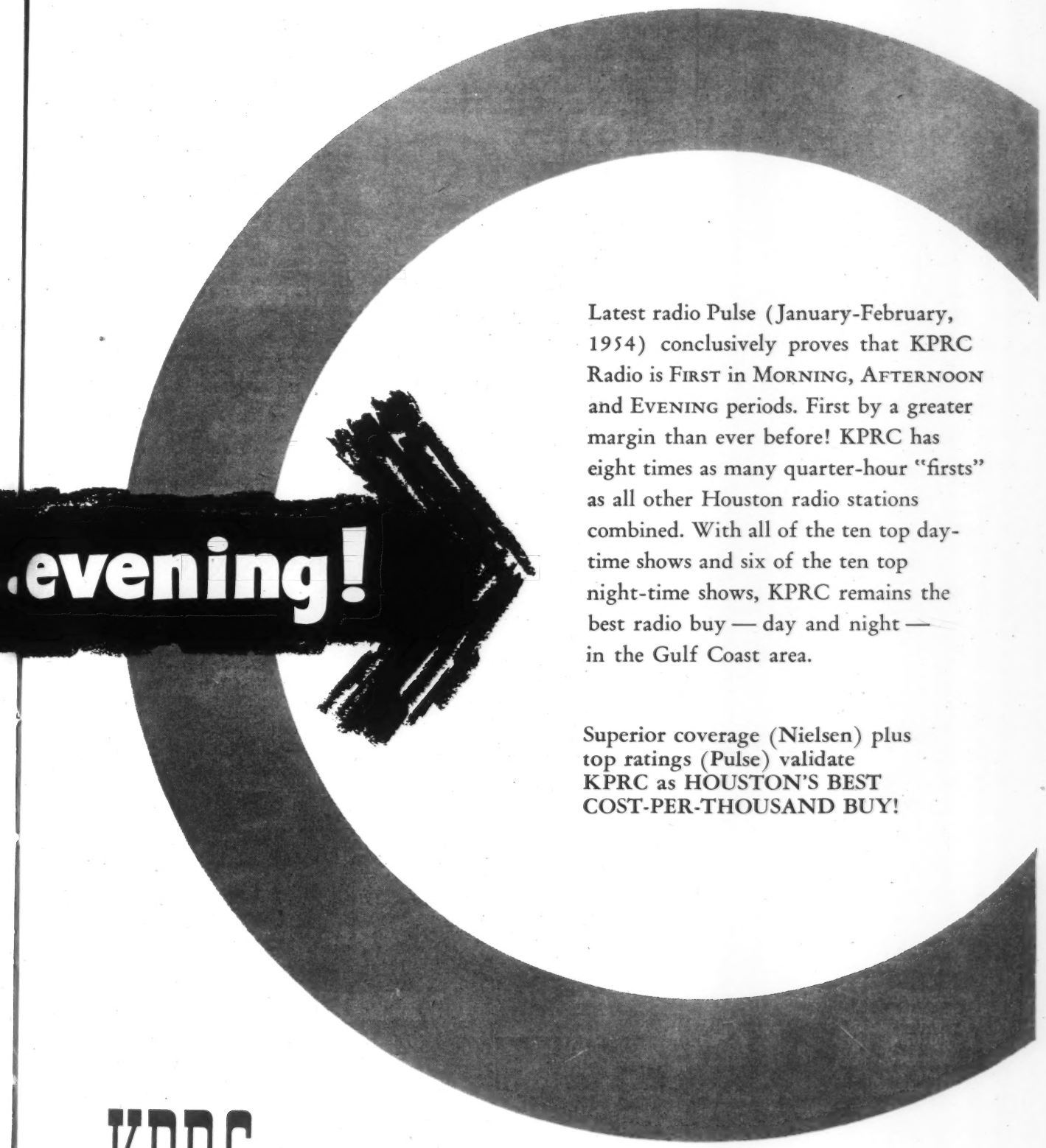
Represented by CBS Radio and Television Spot Sales

KPRC FIRST*

morning...afternoon...e

KPRC holds decisive audience leads during morning, afternoon and evening periods, with 57 "firsts" out of a total of 64 quarter-hour reporting periods . . . *8 times as many as all other Houston radio stations combined.*

Morning—8 am-12 noon Monday-Friday Averages 16 quarter-hour Reports		*Afternoon—12 noon-6 pm Monday-Friday Averages 24 quarter-hour Reports*		*Nighttime—6 pm-12 mn Monday-Friday Averages 24 quarter-hour Reports*		*Total—8 am-12 mn Monday-Friday Averages 64 quarter-hour Reports*	
KPRC	**11**	**KPRC**	**24**	**KPRC**	**22**	**KPRC**	**57**
Station B	1	Station B	0	Station B	0	Station B	1
Station C	4	Station C	0	Station C	0	Station C	4
Station D	0	Station D	0	Station D	2	Station D	2



Latest radio Pulse (January-February, 1954) conclusively proves that KPRC Radio is FIRST in MORNING, AFTERNOON and EVENING periods. First by a greater margin than ever before! KPRC has eight times as many quarter-hour "firsts" as all other Houston radio stations combined. With all of the ten top day-time shows and six of the ten top night-time shows, KPRC remains the best radio buy — day and night — in the Gulf Coast area.

Superior coverage (Nielsen) plus top ratings (Pulse) validate KPRC as HOUSTON'S BEST COST-PER-THOUSAND BUY!

KPRC HOUSTON

NBC and TQN on the Gulf Coast
JACK HARRIS, Vice President and General Manager
Nationally Represented by EDWARD PETRY & CO.

I'M JOE FLOYD . . .

I CAN SELL THE DAYLIGHTS OUT OF YOUR PRODUCT!

. . . and the rest of my staff at KELO (radio and TV) Sioux Falls are terrific sales closers too. True, we have an edge over the boys in other parts. We're right in the heart of the 4-States 'money belt,' where folks have the most dollars to spend . . . and spend at the drop of a hint.
Like to get your share?
Just write, wire or phone . . . and I'll do a Superman to your office within a day.

WINNER of Billboard's TV Merchandising Award

KELO TV and Radio

Channel 11 – Sioux Falls, S. D.
JOE FLOYD, *President*
NBC (TV) PRIMARY
ABC • CBS • DUMONT
NBC (Radio) Affiliate
Prepared by Clifford Gill Agency

PACKARD PROGRAM STARRING MARTHA WRIGHT

Network: ABC-TV, Sun. 9:15-9:30 p.m. EST
Sponsor: Packard Dealers.
Agency: Maxon Inc., N. Y.
Production Cost: $8,000
Starring: Martha Wright with Bobby Hackett and his orchestra, Norman Paris at piano, quintet and guest, Ray Middleton
Producer: A. S. Faillace Jr.
Program Supervisor and Writer: Fred Haider
Director: Cort Steen

INEVITABLY the new Martha Wright quarter-hour sponsored by the Packard dealers will be compared with the Dinah Shore quarter-hour sponsored by Chevrolet.

Both programs feature girl singers, supported by whatever less celebrated talent comes to hand. On both, the girl singers not only sing but also, on occasion, speak warmly of the products of the automobile companies which pay the talent fees. Beyond this general area, however, the comparison ends. It is Miss Shore by a mile in this competition.

While Miss Wright is a pleasant singer, she does not have the personality or voice to create more than casual interest. At her present stage

MARTHA WRIGHT, BOBBY HACKETT
Packard turns to musical tv

of development she would be more suitable in a secondary role. It is doubtful if she can persuade a large audience to desert the not inconsiderable attractions that are elsewhere on television on Sunday at 9:15 p.m.

The opening show of her series was further encumbered by a male vocal group that sang without distinction except for the fact it got off key, by below-standard trumpet playing of Bobby Hackett, who is eminently capable of better things, and by generally pedestrian production.

* * *

EASTER PARADE

Network: NBC-TV
Time: Sun. (April 18), 12 noon-1 p.m. EST
Producer: Ann Gillis
Director: Max Miller
Narrators: Tex and Jinx McCrary

ONE noticeable omission might well have prompted viewers watching NBC-TV's telecast of New York's Easter Parade on April 18 to wonder if the network didn't get its signals crossed in titling this one. There wasn't any parade. As close as the cameraman came to picturing Easter morn along Park Ave. were a few fleeting shots outside the Waldorf-Astoria Hotel, most of them picked up from an elevation of umpteen hundred feet. Camera work showed the buildings off nicely but the Easter finery that distinguishes this day from any other was lost in a great blur.

Aside from these brief glimpses, the show had nothing to do with New York's famous and colorful milling throng on Easter Sunday. It was confined to a more select set who had gathered in the lobby of the Waldorf. There a number of celebrities passed before the camera in interviews with Jinx Falkenburg and Tex McCrary. Parenthood seemed a prerequisite to putting in an appearance on the show. Most guests brought along the children who, the camera revealed from time to time, were playing Easter games in another part of the lobby under the uncoordinated direction of actress June Lockhart.

The show was done in color by NBC. The signal was strong and clear, producing some really beautiful pictures. But there never was a bad show that color could miraculously bring to life. The television treatment of the Easter Parade was a far cry from being acceptable network video fare. There were no glaring production errors. In fact the remote pickups from, for example, St. Bartholomew's Church were handled well enough. It was simply an uninteresting telecast. There was no pace, no relation of one segment to another, no apparent reason for programming the show at all. The conversation was repetitious, most of it centering on the needs of the American Korean Foundation for whose benefit the show was produced. To put color to the test, there were three fashion shows—one on current high fashion, another recalling Easter styles throughout the last century and still another on what the well-dressed junior miss is wearing this season.

Designer Eleanor Lambert delivered the fashion commentary on one show. Perhaps the most pertinent statement from a tv standpoint made on the show was her prediction that color television will not only influence fashion but may very well set it, indicating that fashion experts are beginning to give serious consideration to the effectiveness of color tv.

* * *

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

The New Revue every Friday, 5:30-6 p.m. (sustaining).

NBC-TV

May 3: *Voice of Firestone*, 8:30-9 p.m., Monday (Firestone Tire & Rubber Co. through Sweeney & James Co.).

May 7: *Dave Garroway Show*, 8-8:30 p.m., Friday (Pontiac Dealers through McManus, John & Adams Inc.).

May 8: Metropolitan Museum of Art, 3:30-4 p.m., Saturday (sustaining).

May 9: *Kukla, Fran & Ollie*, 5:30-6 p.m., Sunday (Swift & Co. through J. Walter Thompson Co.).

[Note: This schedule will be corrected to press time of each issue of B•T]

FRED WOLF voted Detroit's most popular disc-jockey

Latest honor won by WXYZ's Fred Wolf is the James Stewart-Glenn Miller Gold Record. The award was made as the result of a popularity vote by local listeners. Fred spins top tunes over WXYZ each weekday morning, 6:15 to 9:00 AM, from the unique *Wacky Wigloo*. On Saturday mornings, 7:00 to 9:00 AM, he also interviews outstanding guest from the *Knotty Pine Wigloo* in his own home.

SINGER Joni James joins Fred Wolf at the *Knotty Pine Wigloo.*

WXYZ radio

THE WACKY WIGLOO is a special, glass-enclosed studio on one of Detroit's busiest arteries. Motorists on the way to work can see the broadcast to which they're listening.

THE KNOTTY PINE WIGLOO welcomes Frank Angelo, Feature Editor of the Detroit Free Press, for a special interview.

two of detroit's tops

"MAJOR Jim Scott" conducts show.

WXYZ tv CHANNEL **7**

CHARACTERISTICS of latest jet aircraft are explained, actual combat photos are shown.

TAKE-OFF formations for jet fighters are shown, the functions of radar are explained.

AIR BASE #7 rated tops after one month

Factual and authentic information about all phases of jet aircraft—plus an exciting film serial—has won WXYZ's *Air Base #7* top rating in the 3:30 to 4:00 PM period, Monday through Friday. "Major Jim Scott" bridges show with calls from "ready room" to "tower". He also answers questions on jet aircraft from his young viewers.

Represented Nationally by Blair-TV, Inc., and John Blair & Company

hot biscuits and country ham!

it's music to a Virginian's ear

and in this land of traditional hospitality that same ear listens to

WSLS

for whether it's good food or good entertainment the result is satisfying!

Shenandoah Life Stations, Inc.

WSLS AM-FM-TV
Roanoke, Virginia

Represented Nationally
Avery-Knodel, Inc.

Easy Choice

EDITOR:

. . . As a representative of a client, I can only deplore your policy [in opposition] to P.I. advertising as ultra conservative and contrary to all the principles of free enterprise.

As an advertising agency man I must offer you my congratulations on your integrity and your respect for the welfare of the broadcasting and telecasting business.

Please take your choice.

Maurice R. Quick
Stevens Adv.
Grand Rapids, Mich.

What's What in Whitney

EDITOR:

. . . I noted in your article regarding the KOTV (TV) [Tulsa] purchase [B•T, April 5] that you stated that J. H. Whitney & Co. had investments in six community television companies which were "constructed and operated by Jerrold Electronics Corp." . . . These systems have not been constructed nor are they being operated by Jerrold. We have purchased Jerrold electronic equipment and Jerrold is a stockholder of the companies; but we have hired personnel and supervised ourselves the construction and operation of the systems . . . I point this out only as an indication that we are not an investment house in the traditional sense but actively and closely work with our new ventures . . .

We do not underwrite securities; we do not engage in the brokerage business; and we do not act as a dealer in securities. Ours is a venture capital firm engaged in investing its own money in new or expanding fields of enterprise. We have long been interested in the television industry and have considered it one of the most interesting post war industries. The opportunity to participate through acquisition of the ownership of KOTV was the first major attractive opportunity which had been presented to us . . .

C. Wrede Petersmeyer
J. H. Whitney & Co.
New York

Have Trucks, Will Travel

EDITOR:

In show business we "doubled-in-brass."
It has now hit the radio industry—in reverse.
Where do we go from here?

Joseph A. Pace, Gen. Mgr.
WAIR Winston-Salem, N. C.

change. Excellent references. Write L-98, Journal-Sentinel.

EXPERIENCED TAILOR, truck driver, also experienced radio programming and announcing. Phone 4-8921.

YOUNG MAN—23 desires job driving truck.

[EDITOR'S NOTE: Mr. Pace spotted the above classified ad in the "Twin City Sentinel" of Winston-Salem.]

Medicine Show

EDITOR:

I read with interest a recent item in the *Journal of the American Medical Assn.* regarding plans of their Bureau of Health Education for radio and tv in 1954. According to the article they are responding "to the trend of listening audiences toward local radio shows" and emphasis will be placed on locally originated programs both on radio and on television.

Station WJLK has had such a program since it went on the air over six years ago. *Medical Topics* with Dr. Victor Knapp, an Asbury Park physician, is a weekly 15-minute program of information of value in the field of personal and public health, and, as I understand it, has been on the air continuously for a longer period of time than any other similar program in the country.

In an era when most programs dealing with medical and health matters seems to harp on symptoms and the dire consequences of diseases, Dr. Knapp's presentation is a unique and popular contrast. His weekly chats are informal, and he treats his audiences as intelligent, well-informed adults who can understand what is being said, provided it is couched in non-technical language. And since Dr. Knapp knows his subject well, he continues to benefit a loyal audience . . .

Charles F. Hill, Prog. Dir.
WJLK Asbury Park, N. J.

Who's on First?

EDITOR:

We are in receipt of the April 5 issue of BROADCASTING • TELECASTING and wish to call your attention to a picture at the top of page 80, the explanation of which is erroneous.

Mr. Harry Novik of WLIB New York must be the second to receive the National Assn. for the Advancement of Colored People award since I was the first. I have enclosed a picture of myself receiving this same award from Eugene Davidson, president of the NAACP, which was taken on July 28, 1953. . . .

Harold E. Sheffers
Pres.-Gen. Mgr.
WUST Bethesda, Md.

Agency Recognition

EDITOR:

Thanks for your quick reply to my recent query about re-runs of film tv shows. And while I'm at it—thanks for the many times in the past you gave me quick service to my requests for help.

Joann Markward
Klau-Van Pieterson-Dunlop Assoc.
Milwaukee

One for Two

EDITOR:

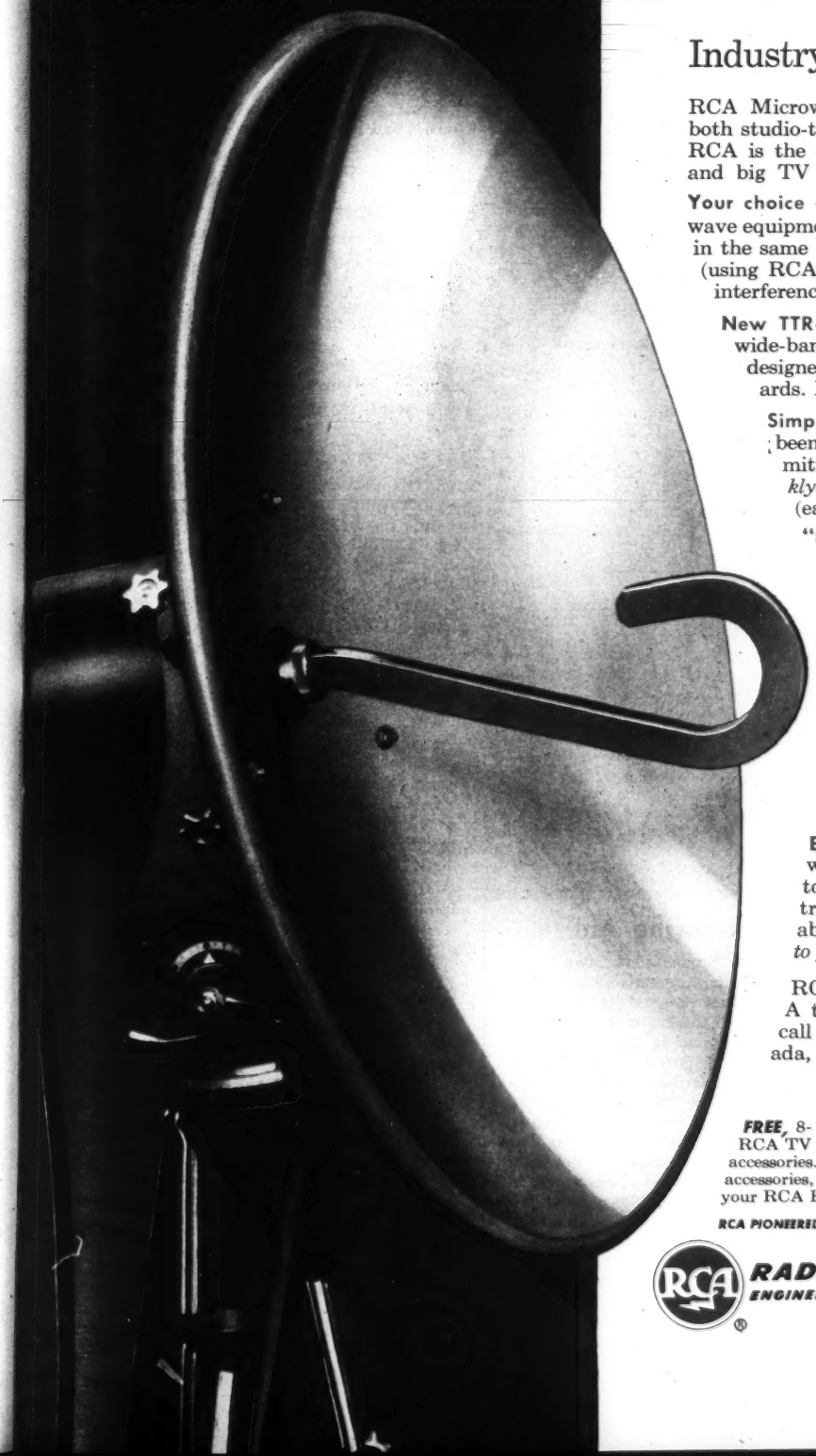
THANKS FOR NICE STORY ON OUR PURCHASE WHKC [B•T, April 19]. HOWEVER WOULD APPRECIATE YOUR CORRECTING PRICE TO READ $258,000.

HURLBURT TAFT JR., PRES.
WTVN (TV) COLUMBUS, O.
WKRC-AM-TV CINCINNATI

[EDITOR'S NOTE: A B•T teleprinter operator's finger slipped, dropping the price $100,000.]

RCA

MICROWAVE



Industry's foremost TV Relay System

RCA Microwave Relay systems have been "proved-in-use" in both studio-transmitter circuits and field pick-up service. Today, RCA is the choice of television networks, telephone companies, and big TV stations—both in portable and fixed installations.

Your choice of Vertical or Horizontal Polarization. RCA microwave equipment can be arranged so that two links can be operated in the same channel. A choice of horizontal or vertical radiators (using RCA antenna waveguide feeds) eliminates inter-channel interference between individual links.

New TTR-1C/TTR-1D Microwave Relay Equipment. RCA's wide-band relay transmitter, receiver, and antenna units are designed for operation in accordance with FCC Color Standards. In short, *your equipment investment is protected!*

Simplified Design—Fewer Tubes. Tubes and circuits have been kept to a minimum. Only 5 tubes in the transmitter unit; only 6 in the receiver unit—*including klystrons!* All other tubes are at the control position (easily accessible).

"Built-in" Variable Wavemeter—High-Gain Antenna. RCA's simplified design offers other benefits, too. For example, oscillator output is coupled with a waveguide and detector-monitor system so that it serves as a variable wavemeter. The RCA Parabolic Antenna provides gains up to 11,500. Frequency range is 6500-7125 mc.

Easy Accessibility and Convenient Rear Loading. Transmitter and receiver chassis slide out easily from the weatherproof housing for quick maintenance. A keyhole-shaped cutout in the reflector enables you to insert the complete antenna/chassis assembly from the rear of the reflector.

Everything for Microwave. RCA's wide line of microwave equipment provides complete systems flexibility to meet specific needs. RCA not only has microwave transmitters, receivers, power supplies, antennas, parabolic reflectors. *RCA supplies every accessory required to put a TV relay system in operation.*

RCA engineers know TV microwave techniques from A to Z. For planning help and technical information, call your RCA Broadcast Sales Representative. In Canada, write RCA-Victor Ltd., Montreal.

FREE, 8- and 12-page illustrated brochures on the RCA TV Microwave System and RCA Microwave accessories. The books include complete data, plans, accessories, physical dimensions. Get a free copy from your RCA Broadcast Sales Representative.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION — *CAMDEN, N.J.*

COMPLETE COVERAGE WITHOUT WASTE!

MEASURED FOR THE MARKET

- KTUL Fits the Rich Market of TULSA and Northeastern OKLAHOMA Like a Well-Made Glove!
- KTUL is the "VOICE That SELLS" in this 22-County Area. . . . Where More Than Billion Dollar BUYING POWER Awaits Your Sales Pitch. . . .
- KTUL CAN *SELL* FOR YOU!

MARKET FACTS

Population	805,000
Buying Power . . .	$1,064,307,000
Retail Sales	$696,809,000
Radio Homes . . .	242,360

The "HAPPY MEDIUM" Station

KTUL

CBS Radio in Tulsa ☆ 5000 Watts day and night

L. A. Blust, Jr., Vice Pres. & Gen. Mgr.
Wm. Swanson, Sales Mgr.

Avery-Knodel, Inc.
National Representative

Affiliated with
KFPW — Fort Smith, Ark.
KOMA — Oklahoma City

IN PUBLIC SERVICE

WRNY Fights Traffic Deaths

"WALK with care. Drive with care. Don't you be the star attraction at the next traffic funeral." That's the slogan used by WRNY Rochester, N. Y., in its campaign to reduce traffic fatalities. As a part of its drive, WRNY's *For Whom the Bell Tolls* program features police reports on conditions under which traffic accidents occur and educational talks by members of the Police Accident Prevention Bureau and the Department of Public Safety. A bell is tolled on the program each time an accident fatality has occurred. In addition, a WRNY hearse, prominently displaying its slogan, travels the city the day following a death tolling its large mounted bell, and at times is accompanied by a loud-speaker equipped police car broadcasting safety messages.

WCHS Backs Symphony

SECOND annual auction conducted by WCHS Charleston, W. Va., on behalf of the Charleston symphony orchestra netted $5,000 for the orchestra's treasury. The four-hour show was staged in a local automobile dealer's showrooms. Merchandise bids were accepted from listeners at home as well as from the "live" audience.

NBC Show Sells Easter Seals

SPECIAL half-hour NBC Radio variety program to promote sale of Easter Seals by National Society for Crippled Children and Adults was emceed by columnist Hedda Hopper from Hollywood. Program, *Easter Seal Parade of Stars*, featured songs by Dinah Shore, Frank Sinatra, Danny Thomas and the Four Angels —new recording quartet composed of Jane Russell, Della Russell, Connie Haines and Beryl Davis.

Stars Help Cancer Drive

SERIES of 20-second and one-minute radio-tv spot and station break announcements utilizing top-name entertainment personalities, including Bing Crosby, Danny Kaye, Jeff Chandler, Cecil B. DeMille and William Holden, has been prepared for American Cancer Society's April fund drive by Hollywood office of Kenyon & Eckhardt Inc. K & E also has transcribed a special half-hour radio program with Edgar Bergen and Charlie McCarthy, Jane Wyman, Liberace, Nelson Eddy, Jack Kirkwood and the Ray Noble Orchestra.

Sight-Saving Aid

RADIO and tv broadcasters, advertisers, agencies and representatives of other media have been praised by the National Society for the Prevention of Blindness for their support in the Sight-Saving Month campaign last September. The campaign was described by Society officials as "the most effective in the 46 years in which we have been involved in health education." In a report to The Advertising Council, Society President Mason H. Bigelow said sponsors of at least 30 national network programs carried Sight-Saving messages, as did local radio stations in all 48 states. Television stations in 28 states and a number of network programs carried an educational film spot announcement in behalf of the campaign.

Praise to Radio-Tv

PRAISE has been extended to radio and television networks and stations for their cooperation in the Advertising Federation of America's 1953-54 campaign for better understanding of advertising. Ralph Smith, vice president of Sullivan, Stauffer, Colwell & Bayles and campaign chairman, singled out NBC-TV and CBS-TV for their efforts, and added that tv films were distributed to 200 stations, radio stations.

Local Coverage on WIBX

TWO series of programs over WIBX Utica, N. Y., provide listeners with a knowledge of local affairs. Meetings of the Utica Common Council are tape recorded twice a month by WIBX and highlights are re-broadcast the next evening. A second series, called *Headline Comment*, features the interview of a local personality by the WIBX news staff.

Craftsman Plugs Public Service

CRAFTSMAN Insurance Co. of Boston, Mass., is donating all its commercial tv time to public service. Sponsoring the *Drew Pearson Washington-Merry-Go-Round* over WNAC-TV Boston, free time is given to the fund-raising efforts (March of Dimes, Heart Fund, etc.). Other than an introductory credit line, no mention is made of the sponsor.

Stars Back Palsy Drive

SERIES of one-minute tv and radio spot announcements for National Cerebral Palsy Assn.' fund raising drive has been recorded by 13 Hollywood personalities, including radio-tv actors Lional Barrymore (CBS Radio *Hallmark Radio Hall of Fame*), Jeff Chandler (formerly CBS Radio *Our Miss Brooks*), Bob Hope (NBC-AM-TV) and Will Rogers Jr. (formerly CBS Radio *Rogers of the Gazette*).

CPRN Reports Weather Work

WORK of U. S. Air Force in gathering weather information by long range reconnaissance flights to Alaskan regions was reported by Columbia Pacific Radio Network as one of a series of public service broadcasts. Dave Showalter, director of public affairs, CPRN Hollywood, accompanied a 15½ hour, 3,000 mile flight from 55th Strategic Weather Reconnaissance Squadron to tape material for the program, titled "Storm Warning."

WFPZ, WZOB Hold Auctions

FORT PAYNE, Ala., radio stations WFPZ and WZOB and the local Jaycees combined efforts to raise money for purchase of school property in North Fort Payne. Valuables donated by individuals were auctioned off during the series of broadcasts while Jaycee members blanketed the city to collect pledges. The two marathon broadcasts lasted a combined 21 hours.

Blood Appeal Saves

PUBLIC appeals for rare type blood by stations WBRY, WWCO and WATR Waterbury, Conn., resulted in saving two lives at the Waterbury Hospital. One of the patients required immediate transfusions of A and O rare negative types blood. The emergency was met successfully by the three stations whose pleas brought a response from 50 persons.

Pleas of Guilty Expected From Train Bandits
Alaska Pistol Teen, Boys Theft Suspect
4 on D. C. Unit Plan Fight to Kill Sales Tax
Advocates of Patronage Decay Also 49 Kills Call at Capitol
House Leaders Say 15 Months Of Rent Control

NEWSPAPER AD

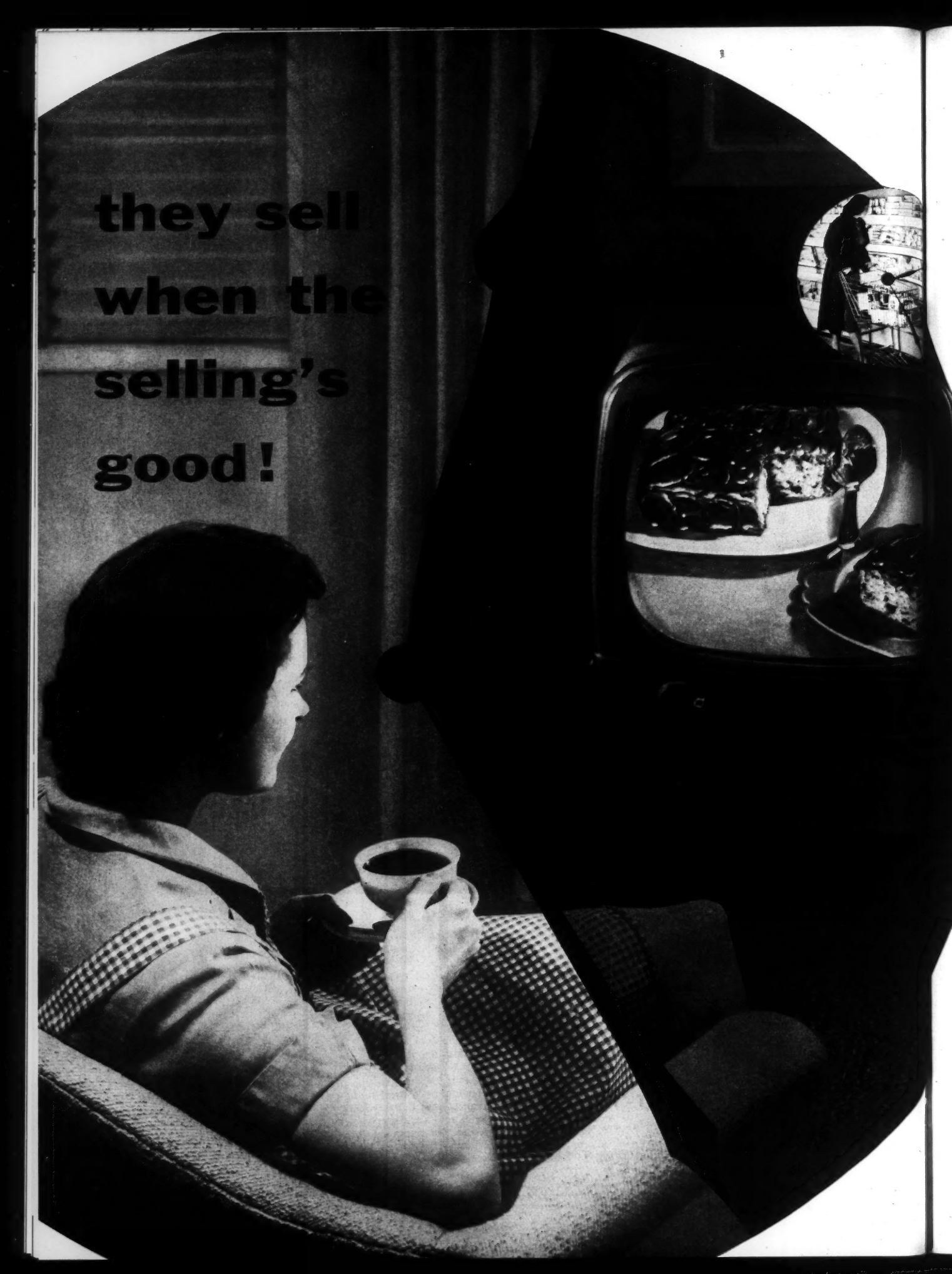
Radio or tv listings for WMT programs are carried by sixteen newspapers.

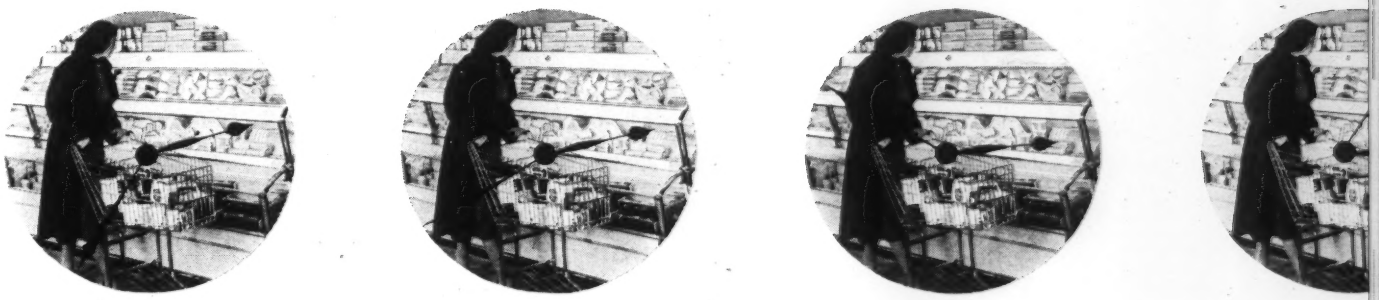
WMT *and* **WMT-TV**

CBS for Eastern Iowa

Mail Address: Cedar Rapids • *National Reps:* The Katz Agency

	Radio	TV
Cedar Falls Daily Record		X
Cedar Rapid Gazette *	X	X
Cedar Valley Times (Vinton)	X	X
Clinton Herald		X
Davenport Morning Democrat *	X	X
Des Moines Register & Tribune *	X	X
Dubuque Telegraph-Herald *	X	X
Iowa City Press-Citizen	X	X
Marshalltown Times-Republican		X
Oelwein Daily Register	X	X
Oskaloosa Herald		X
Ottumwa Courier	X	X
The Washington Evening Journal		X
Waterloo Daily Courier *	X	X
Burlington Hawkeye-Gazette	X	
Davenport Times	X	
DAILY CIRCULATION	619,567	627,313
* Added Sunday Circulation	171,214	174,220
TOTAL	790,781	801,533


they sell
when the
selling's
good!



Local variety shows catch big daytime TV audiences . . .
right when shopping trips are being planned.

They entertain in a way most popular locally. Their audiences are loyal.
And their selling power for sponsors is big. A bottled beverage manufacturer
reported sales up 100% two months after his advertising began.

You can buy just the time period and frequency you need:
participations, segment sponsorship, or full sponsorship.
At low daytime costs. Each is a good buy right now.

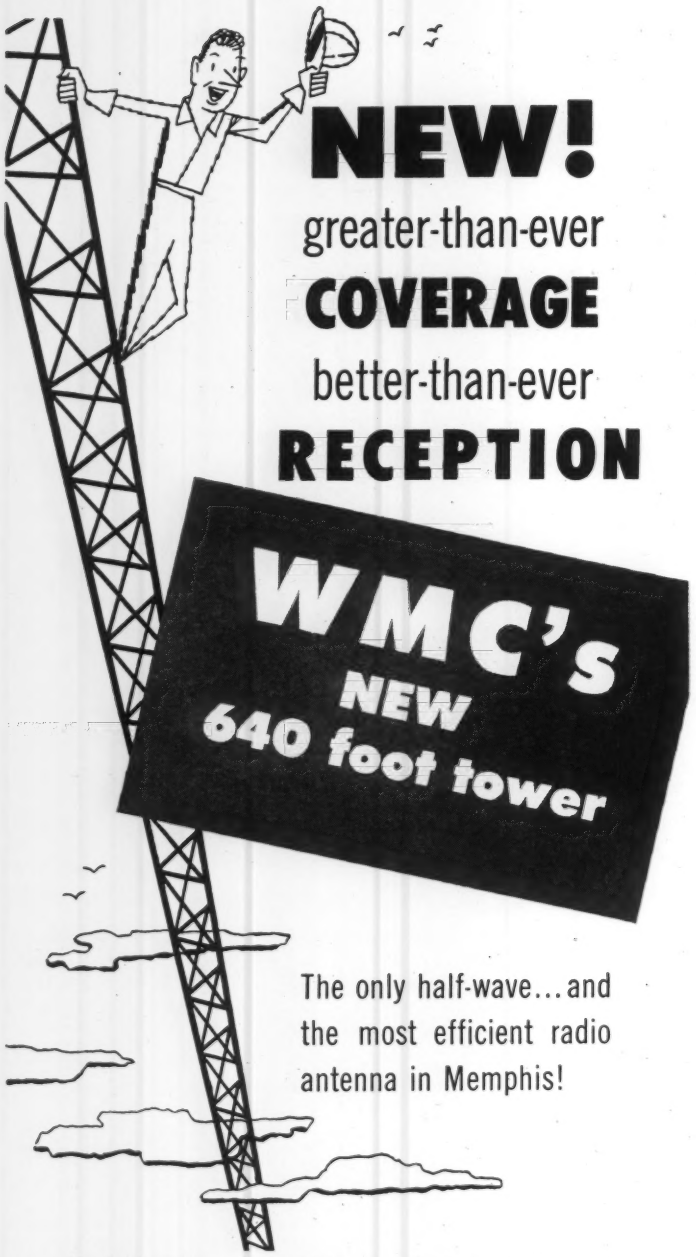
WSB-TV . . . . . Atlanta	**WABC-TV. . . . . New York**
WBAL-TV . . . . . Baltimore	**WTAR-TV. . . . . Norfolk**
WFAA-TV . . . . . Dallas	**KMTV. . . . . Omaha**
KOA-TV . . . . . Denver	**WTVH-TV . . . . Peoria**
WICU . . . . . Erie	**WENS . . . . . Pittsburgh**
KPRC-TV . . . . . Houston	**WOAI-TV. . . . . San Antonio**
KARK-TV*. . . . . Little Rock	**KFMB-TV . . . . San Diego**
KABC-TV . . . . . Los Angeles	**KGO-TV . . . . . San Francisco**
KSTP-TV . . . . . M'p'l's-St. Paul	**KOTV. . . . . Tulsa**
WSM-TV . . . . . Nashville	**KEDD. . . . . Wichita**

**In operation on or about April 15*

REPRESENTED BY

Edward Petry & Co., Inc.

NEW YORK · CHICAGO · LOS ANGELES · DETROIT · ST. LOUIS · SAN FRANCISCO · DALLAS



NEW!
greater-than-ever
COVERAGE
better-than-ever
RECEPTION

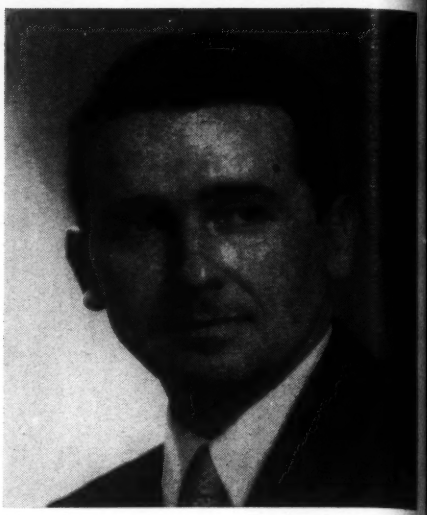
WMC'S NEW 640 foot tower

The only half-wave... and the most efficient radio antenna in Memphis!

Producing 65% more efficiency over the typical quarter-wave antennas operated by other stations in Memphis. It is equivalent to 8,300 watts used on a typical quarter-wave tower.

WMC MEMPHIS
NBC — 5000 Watts — 790 K. C.

National representatives, The Branham Company
WMCF 300 KW simultaneously duplicating AM schedule
WMCT First TV station in Memphis and the Mid-South
Owned and Operated by The Commercial Appeal



PHILIP HENRY COHEN

on all accounts

IT'S SINGULARLY fitting that the entry into broadcasting of Philip Henry Cohen, vice president in charge of radio and television for Sullivan, Stauffer, Colwell & Bayles, New York, should have come as the result of an international argument, an aired debate between Oxford and Harvard.

Mr. Cohen, one of the founding members of SSC&B, is about as international in his origins as the travel regulations of the U. S. will permit. Born in Hawaii in 1911, the son of a now-retired Army officer, Major Lee Cohen, he was educated there and in Panama.

Mr. Cohen came to America in time to complete his early schooling in Virginia and New Jersey, preparatory to entering Harvard, where he graduated *cum laude* in 1932.

Influenced by the Oxford-Harvard Talkathon, Mr. Cohen went to WRC Washington, first as an actor, later as a director.

In 1938 he was singled out for a fellowship by the Rockefeller Foundation to study radio in Great Britain.

In June of 1940, Archibald MacLeish, Librarian of Congress, sought out Mr. Cohen to produce a series of folk lore programs.

Mr. Cohen then went to work for the Office of War Information where he first met Don Stauffer, then head of the OWI, radio division, and now the second S in SSC&B. In 1945 Mr. Cohen was sent by OWI to London to head ABSIE, the American Broadcasting Station in Europe. It was there that he met and worked with Bob Colwell, then head of psychological warfare in the area.

When the trio returned to the States, both Messrs. Stauffer and Colwell, separately, asked Mr. Cohen to join them in the agencies for which they worked at the time. Mr. Cohen finally decided to go with Ruthrauff & Ryan as head of daytime radio.

In 1946, when SSC&B was formed, Messrs. Colwell and Stauffer—in concert this time—urged Mr. Cohen to join them. Persuaded, he joined as director of radio. In 1948 he was named a vice president.

Mr. Cohen supervises such shows as *Big Story* for American Tobacco; *Meet Millie* for Carter Products; *Place the Face* for Carters; the Doug Edwards and Ray Bolger shows for Pall Mall; *Name That Tune* for Speidel; and Gabriel Heatter for Whitehall.

Mr. Cohen married the distinguished literary agent, Henriette Herz, on Oct. 2, 1936. They have two boys.

at the NARTB show...

SEE THE *Best* IN TV TRANSMITTING EQUIPMENT AND *Compare* ALL THE FACTS!

THE RIGHT TRANSMITTER FOR YOUR "SPECIAL" NEED

Standard Electronics offers you the most *adaptable* VHF equipment in the industry today . . . to solve your station's expansion problems on the basis of individual needs and market requirements.

For example, to start television service, you may choose an economical, trouble-free 5 or 10 KW 100% air cooled S-E transmitter. Later, go to 20, 25, 40 or 50 KW output, simply by adding a matching S-E amplifier. You get the right combination of the best equipment to give you the ERP you need at any time.

For television stations now on the air who want to improve their competitive status with a maximum power signal . . . Standard Electronics offers a complete line of 100% air cooled amplifiers . . . DESIGNED TO DRIVE DIRECTLY FROM YOUR PRESENT TRANSMITTER, whatever its make . . . *with no need to replace any part of your existing equipment.* YES, EVEN IF YOU HAVE A 2 KW TRANSMITTER, IT CAN BE EXPANDED TO 20 KW WITH ONLY THE ADDITION OF A S-E AMPLIFIER. Your high power broadcasts can begin SOON . . . because Standard Electronics has a reputation for deliveries ON TIME, as promised.

NARTB Show, May 25 to 27
Visit Exhibit No. 20
Palmer House—Chicago, Ill.

Compare *true* equipment costs . . . not just initial cost . . . but also tube replacement and power consumption costs. (Within a five year period, an S-E 50 KW—VHF transmitter can save you up to $120,000 in operating expenses alone.)

Compare circuitry . . . layout and control simplicity . . . ease of maintenance.

Consider the advantages of S-E's "Add-A-Unit" design that makes it easy for *any* station to expand to higher power . . . and compare delivery schedules for both complete transmitters and high power amplifiers.

Get *all* the facts . . . and let them help you decide truly which transmitter best serves your needs.

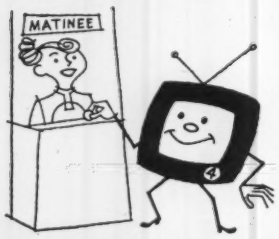
standard electronics corporation
A SUBSIDIARY OF CLAUDE NEON, INC
285-289 EMMETT STREET • NEWARK 5, N. J.
devoted exclusively to the engineering, manufacturing, and servicing of equipment for the broadcast and television industry

Comparison Chart of VHF High Power Transmitters

	SE Transmitter	Transmitter B	Transmitter C	Transmitter D
AMPLIFIER DRIVES WITH 5 KW	★ YES	NO	YES	YES
AMPLIFIER WILL OPERATE WITH ANY MAKE DRIVER	★ YES	NO	NO	NO
TUBE COST [complete set / FCC spares]	★ $6,138 / $1,495	$11,625 / $4,237	$13,230 (est) / $6,429 (est)	$9,250 (est) / $5,050 (est)
AIR COOLED	★ YES	YES	NO	NO
POWER LINE REQUIREMENTS (at black level)	★ 208/230 V 60 cy, 3 ϕ 145 KW	460 V 60 cy, 3 ϕ 193 KW	208/230 V 60 cy, 3 ϕ 150 KW (est)	208/230 V 60 cy, 3 ϕ 165 KW (est)
FLOOR AREA (including power equipment, blowers, etc.)	★ 152 sq. ft	154 sq. ft.	160 sq. ft. (est)	——
ALL TUBES VISIBLE FROM FRONT	★ YES	NO	NO	NO
SELF CONTAINED (no separate enclosures, vaults, pumps, etc.)	★ YES	NO	NO	NO
INDIVIDUAL CHASSE CONSTRUCTION	★ YES	NO	NO	NO
INTERUNIT CABLING WITHOUT TRENCHES	★ YES	NO	NO	NO

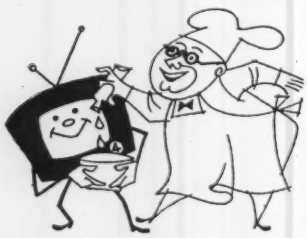
3 OVER 4

three more reasons why sales results are better on 4...



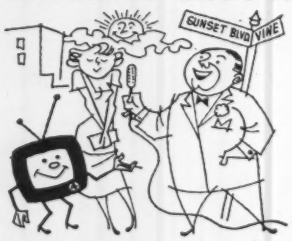
FRANDSEN'S FEATURES

with Sales-Showman Tom Frandsen and Feature Films 1-2:15 P.M.



KEY to the KITCHEN

with Sales-Showman Mike Roy and the "Dream Kitchen" 2:30-3 P.M.



McELROY at SUNSET

with Sales-Showman Jack McElroy at Sunset & Vine 6-6:45 P.M.

PARTICIPATION PROGRAMS

Monday thru Friday

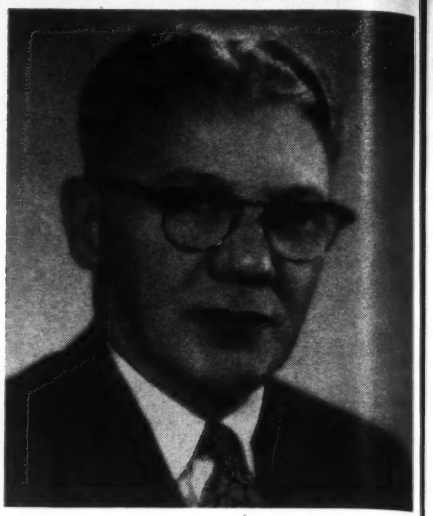
KNBH-4

HOLLYWOOD

NBC Spot Sales

our respects

to RAY WEBER



ON CHICAGO's southwest side, in the heart of the nation's best known stockyards center, is located what is generally acknowledged as the world's largest meat packer, Swift & Co.

There a staff of about 50 people handles more than 100 individual advertising budgets. Directing this staff, with responsibility for siphoning more than $5 million annually into broadcast media, is a man who firmly believes that the product is the thing.

As general advertising manager of Swift & Co., which has a reputation for watching its pennies pretty closely, Ray Weber came up through the ranks—of industry and at Swift—to his present position.

If Mr. Weber is product-conscious, it is doubtless because of the structural alignment at the meat packing firm which, in 1953, operated on earnings of 1.3 cents per dollar of sales. Swift merchandises lavishly but reckons ad expenditures coolly.

Mr. Weber has been at Swift's about 19 years and became general advertising manager in February 1953. In the intervening years, he served as brand promotion manager for such products as Swift's Allsweet margarine, Sunbrite cleanser, Premium ham and bacon, Pard and other items.

A native of Chicago, where he was born on Feb. 18, 1901, Mr. Weber reports that his youth was relatively uneventful until he entered the U. of Illinois. He majored in commerce and graduated with a B.S. in 1923, the same year he met, courted and married the former Vera Bean.

Young Mr. Weber plunged into advertising in the research department of J. Walter Thompson Co. (which today handles some Swift products), where he worked for about 18 months. It was in 1924 that Mr. Weber got into broadcasting for the first time, though inadvertently and obliquely.

It was, it will be recalled, the fabulous era of Samuel Insull and his financial interests. Mr. Weber left the Thompson agency to join Midwest Utilities, an Insull enterprise. While his duties were chiefly those of advertising and publicity, Mr. Weber was assigned to set up an advertising department of a new Insull affiliate in Indianapolis.

After engineers from Westinghouse manifested an interest in radio, while engrossed in other chores in Indianapolis, Mr. Weber was designated by the local power and light firm to set up studios and organize a station for its debut. He was on the job about six months and the result was the original WFBM, licensed to the local utility company. He thus found himself helping to organize Sam Insull's radio venture.

After three years with the Insull holdings, Mr. Weber joined the now-defunct McJunkin agency.

In 1933 Mr. Weber returned to radio. NBC Chicago was seeking a man who could write commercials, he recounts, and he was persuaded to try his hand. Mr. Weber started on the continuity staff and wound up writing commercials to fit audition openings. He also was permitted to freelance on the side. He wrote for Irene Rich's network series and continuity for *The Marvins*, serial for Book House, which published children's books.

In 1934 Mr. Weber was stationed at the Chicago World's Fair, handling continuity and writing all air copy.

Mr. Weber came to Swift the following year. He reasoned that here might be a well-rounded job covering all aspects of advertising and media.

Mr. Weber started on the Sunbrite and Allsweet accounts and later ranged the product field at Swift's to cover many items. As general ad manager now, he works with J. Walter Thompson, McCann-Erickson, Gardner Adv. and Russell Gray—and with over a dozen other agencies serving Swift-associated companies in the U. S. and Canada.

What does Ray Weber think of radio and television?

"I think television is one of the greatest advertising media today—but it is the most expensive," he says with concern. "It is pricing itself out of business." Swift does have video properties (part of CBS-TV's *Garry Moore Show* for Allsweet; all of NBC-TV's *Kukla, Fran & Ollie* for Pard, and spots in selected markets keyed to the packer's distribution and merchandising operation). But it is cautious and moves slowly, reflecting Mr. Weber's acknowledgement that "we buy where we are assured of a good buy."

And, of course, there's still the *Breakfast Club* on ABC, which he once described as a "radio show ideally suited to promote a variety of products." (Don McNeill's program costs Swift about $2.5 million annually.)

Mr. Weber "dabbles" in advertising on other fronts too. He taught courses at Northwestern U.'s Chicago campus from 1928 to 1950 and belongs to the Chicago Federated Adv. Club. He also is Swift's co-representative for the Assn. of National Advertisers. He is a member of the University Club and honorary member of Alpha Delta Sigma, advertising fraternity.

Mr. and Mrs. Weber have two children—Ray Jr., 25, now with the Hazard Adv. Co., New York, and a daughter, Alice, 18, a sophomore at Denison U., Ohio. They live in Beverly, a Chicago suburb.

The newest, TALLEST wonder in fabulous SOUTH FLORIDA...
WTVJ now telecasting a 100,000 watt signal from its new 1,000 ft. tower.
Florida's First TV Station - delivering the marvelous VHF signal to 1,055,700 year 'round residents in the Billion Dollar S. Florida market...

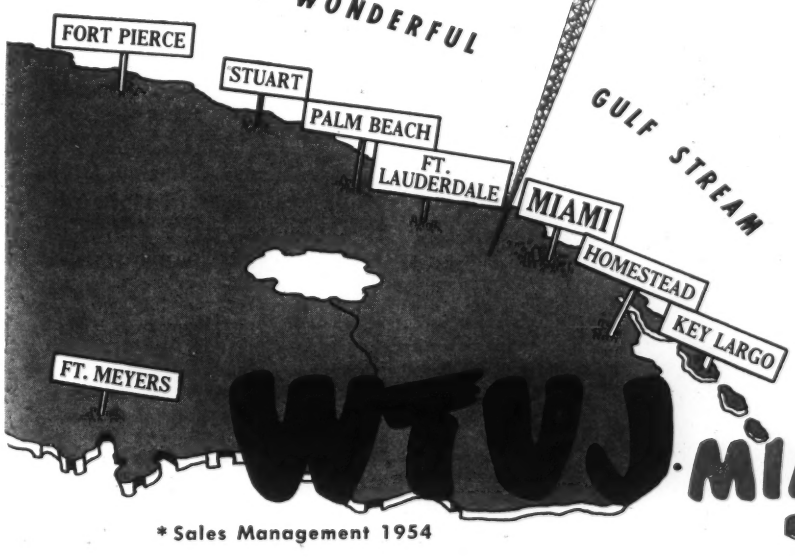
POPULATION Served 1,055,700

FAMILIES Served 327,600

TOTAL Retail Sales $1,356,382,000*

Get the complete story from your Free and Peters colonel - or write to Mitchell Wolfson, Pres. WTVJ, Miami.

TOTAL NET EFFECTIVE BUYING INCOME $1,749,287,000.*



Retail Sales by Class of Outlet

FOOD	$284,464,000.
GEN. MERCH.	$105,796,000.
FURN. RADIO	$86,282,000.
AUTOMOTIVE	$248,935,000.
DRUGS	$57,871,000.
OTHERS	$573,034,000.

WTVJ · MIAMI · Channel 4

*Sales Management 1954

NOW

maximum TOWER

+

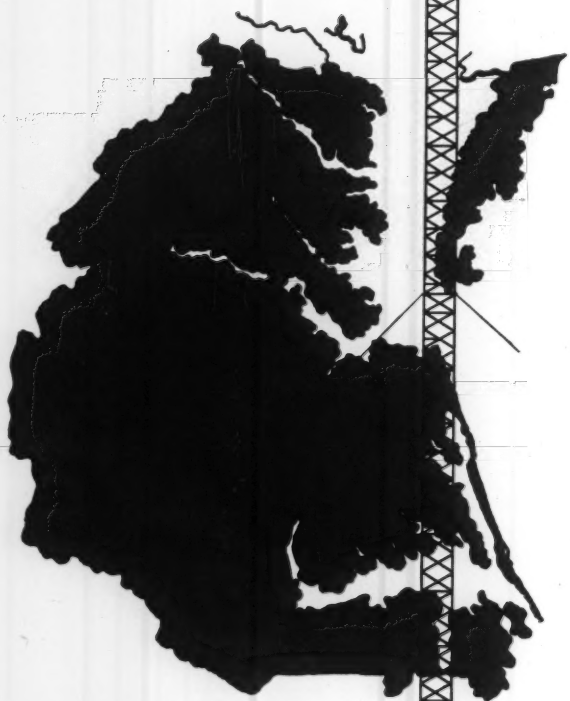
maximum POWER

+

MIRACLE MARKET

=

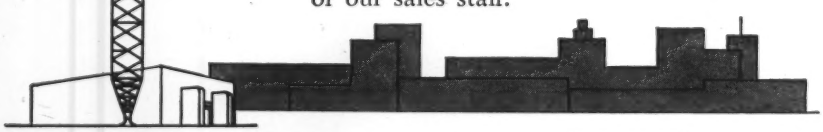
MAXIMUM SALES



NEW 1049′ TOWER
100,000 WATT POWER

WTAR-TV delivers more than mere coverage. Its amazingly high program ratings are insured by complete CBS service; by the best offerings of ABC and DuMont; and by popular local shows developed through four years of operating know-how and experience.

Our tower is in the clouds but our power is on the ground . . . Now serving 49% *more* people in our vastly greater coverage area . . . reaching 1,600,400 population with a solid two billion dollar effective buying income. You need use *only* WTAR-TV, the established VHF station in the Norfolk Metropolitan Market to achieve *total* coverage in America's 25th market. Contact Edward Petry & Company, Inc., or our sales staff.



WTAR-TV

NORFOLK, VIRGINIA

BROADCASTING TELECASTING

April 26, 1954 Vol. 46, No. 17

ABUSES CAN DESTROY TV AS AD MEDIUM, 4A WARNS

Cone and Ludgin point out at White Sulphur Springs sessions that viewers can be driven to subscription tv by flagrant commercials.

THE NATION'S top advertising agency executives were warned by two of their own leaders last week that they may lose tv as an advertising medium unless agencies and advertisers, networks and stations curb commercial abuses.

This warning was sounded first by Fairfax M. Cone of Foote, Cone & Belding, Chicago, and expanded by Earle Ludgin of Earle Ludgin & Co., Chicago, retiring chairman of the American Assn. of Advertising Agencies, in addresses at the AAAA's 36th annual meeting held Thursday through Saturday at the Greenbrier, White Sulphur Springs, W. Va.

Mr. Ludgin held up the prospects of subscription tv as a sign that people may be willing to pay for commercial-less television. He cautioned that while the networks probably could adjust to meet such a development, advertisers and agencies might wind up "outside, looking in." Mr. Cone saw confiscation of television as one of the "dear costs of competition" unless changes are made.

Clean Out 'Hucksters'

In a speech admonishing agencies to clean out the "hucksters" and stick "to reasonable and compelling truth" in advertising, Mr. Cone cautioned that "widespread abuse" contaminates all advertising, extending "disbelief in some advertising to disbelief in most advertising" and, potentially "disbelief in all advertising." Noting that the "huckster thrives on opportunity, and growing competition gives it to him best," he cited misuses to advertising in various media.

"Similarly," he said, "the peril to radio and, even more particularly, television, from the cost of ruthless competition is a thing to contemplate with fear and trepidation.

"I am assuming that television's own internecine warfare—in which more than a few peaceful advertisers and advertising agents have been caught and badly roughed—soon will come to an end. Then I presume the hassle and the haggle, and the angle, will give way to thoughtful operation—in the public's interest.

"If it doesn't, if the six minutes allowable in each hour for television commercials continues to range at certain times from six*teen* upwards, filled with boast and bombast; and if even the properly limited commercial spot is filled with dreary, unimportant drivel, surrounded by a pull of unimagination—then the cost of competition will be confiscation. For the public owns the air."

Mr. Cone said there are "hucksters" in the AAAA and "among our advertisers," and that they should be weeded out; that "we should find some better place for decent words" than those "magazines that fail entirely to censor copy for the mealy, weasel words that make it at once both legally truthful and utterly dishonest;" that "we should reject" the "ancient, unfair, costly concept" followed by "newspapers whose local rates are half the national advertisers when *his* distribution is only half the local chains." He said:

"We all know radio and television stations that make a mockery of allowed commercial time on local programs; and we should remember that these violations are labeled advertising too."

Although it takes talent and time to sell "creatively," he cited evidence in various media to show it can be done:

"The very same screen in your living room that offered gift wrapped Tums for Christmas giving, and shows you endless used cars (all like new) and every second-rate star in the Hollywood firmament fuzzily pitching for pastes and pills—this very same screen plays the honest Kraft and Johnson's Wax and Reynolds Aluminum commercials, and the Lincoln and Mercury and Buick and Remington Shaver demonstrations. These and the Tea Bureau spots and the amusing animations for Gillette and S.O.S., for instance, seem to me to make good television's advertising promise while they pay for its various and sundry contributions."

Mr. Ludgin, too, cited performances of which he felt television should be proud, but he felt that "maybe we're selling tv short" in that "maybe in addition to having too many commercials, we are using tv at its lowest common denominator."

Referring to programming, where Mr. Cone had referred to commercials, Mr. Ludgin, in a speech prepared for the annual dinner Friday night, picked out "Amahl and the Night Visitors," "Hamlet," and "Richard II" as "especially notable" tv commercial productions. But, he stressed, one advertiser sponsored all three (Hallmark Cards, on NBC-TV, through Foote, Cone & Belding).

"I hope they flourish mightily, and show our clients and the networks that an ardent audience is waiting for programs of this calibre," he said.

Classic Music Potential

Mr. Ludgin thought tv may have "been too busy and too beset with other problems" to have provided "appreciation of classical music in this country."

"Perhaps as advertising men and clients we have been slow to demand or even to accept distinguished programs," he said. But he thought "it should be obvious that change is imperative." Citing subscription tv, he warned:

"If it comes, or when it comes, pay-as-you-see television will have *no advertising*. The audience will be there for entertainment only. Your commercials will have been ruled out.

"There are men ready to risk fortunes on their belief that the public is eager to *pay* for television just in order to avoid the advertising.

"Are you listening? If we let this medium slip out of our hands because we have abused it, misunderstood it or neglected it, we shall have lost one of advertising's greatest opportunities. And we shall have *deserved* to lose it.

"The networks, I am sure, will find some

To Head AAAA for the Coming Year

WILLIAM BAKER JR.

HENRY G. LITTLE

Elected chairman and vice chairman.

way to meet the new conditions. Their facilities can be used as readily one way as another. But agencies and advertisers will be outside, looking in.

"If I have worried you even a little, I feel I shall have done a service for advertising."

Mr. Ludgin said "the thing that makes television great is the thing that may undo us—you have to see the advertising.

"Advertising makes all its mistakes in public. It's right there before their eyes—station breaks, hitch-hikes, eight-second quickies and station billboards—just a lot of ads, and to the viewer, the fault is the fault of the advertiser."

Mr. Ludgin said he was "worried" even though "the total advertising industry is close to the eight billion dollar figure, a record high" and that "my basic unease is caused by the fact that advertising is held in low esteem" because, largely, of questionable practices on the part of some.

He offered three suggestions for helping advertising "on its upward way":

1. The agency-educator project to bring current advertising procedures into the college classroom.

2. Plans to teach the elements of advertising to pupils in elementary schools.

3. Making advertising sell itself by serving the community—that is, by advertising men applying advertising techniques in the advancement of community projects.

In another speech the AAAA members and guests were told by R. J. Keith, vice president of Pillsbury Mills, that "the problem of 1954 management is to capture that same singleness of purpose and unity of action that characterized the small businesses at the turn of the century and enabled many of them to become big businesses of today."

Preceding Mr. Cone in the second phase of the Friday morning business session, presided over by Henry G. Little of Campbell-Ewald, Detroit, Mr. Keith said advertisers should operate in "partnership" with their agencies; that agencies should never agree to produce advertising for a campaign "that is without meaning and without purpose," and that agencies should realize that they "must operate with the same singleness of purpose as the client does."

Following a showing of the AAAA-Assn. of National Advertisers "Future of America" film, Charles H. Brower, executive vice president in charge of creative services for BBDO, New York, opened the Saturday morning business session by urging agency people to "have fun" by producing creatively without regard to old admonitions, such as that against "talking down" to the public.

He said true research should look forward, not backward—and recommended participation

COLOR TV'S STATUS REPORT GIVEN AAAA: IT'S HERE

MR. WEAVER MR. STANTON MR. ELLIOTT MR. VAN VOLKENBURG

COLOR television is here, many advertisers should get into it right away and for a "typical" program it will cost them approximately 10% more than black-and-white.

This advice was given to some 400 agency executives by four top tv officials at the session launching the open sessions of American Assn. of Advertising Agencies 36th annual meeting last Friday at White Sulphur Springs, W. Va. (see adjacent stories).

Speakers were Sylvester L. (Pat) Weaver Jr., president of NBC; J. L. Van Volkenburg, CBS-TV president; Joseph Elliott, executive vice president in charge of consumer products division, RCA; Dr. Frank Stanton, president of CBS.

Color tv is "a smash hit"—but when and how and how costly?, asked Marion Harper Jr., McCann-Erickson president who presided over the session. Mr. Weaver answered, "Color is here to stay and it's very much later than you think."

Cost figures were offered by Mr. Van Volkenburg. Looking toward color's "mature" rather than "transition stage," and assuming that sometime in 1958 color tv would have a 90% saturation in the 100 largest markets, he estimated that a nighttime half-hour in color would then cost an advertiser $83,000 to reach those 100 markets—$58,000 in cable costs and $25,000 for talent and production.

He conceded that color cable costs are as yet undetermined with AT&T claiming it is losing money on black-and-white (and with broadcasters disputing this claim). He figured the increase in cable costs would be about $2,000 per half-hour if all of AT&T's additional costs were charged to color.

An analysis of the CBS-TV program schedule, Mr. Van Volkenburg said, indicates that color will add from 5% to 20% in cost—as against 48% extra charged by magazines for color ads.

For a "typical" program he placed the increase at about 10%.

He said CBS colorcasting which now consists of a regular weekly program would "expand rapidly" in coming months.

During the third quarter of 1954, he said, CBS-TV begins colorcasting commercial shows on a rotating basis. Mr. Van Volkenburg predicted that 200 stations would be equipped to broadcast network color by January 1956 but that only "a dozen or two" would be able to originate local color by that time.

Mr. Weaver stressed "color as a new force in television and in selling," and said the time for major advertisers to start is next fall.

Those who are leaders in their fields must go into color television to protect their leadership, he said, while small companies may become large ones through the use of color tv.

He made plain that NBC-TV intends to keep control over programming, repeating his view that "insertion" enables small advertisers to get into tv and that economically it will be impossible for a few advertisers to control all of the commercial programming.

"If you want a great national program service," he said, "its cost must be broadly distributed and the programming must be sold in a way that responds to the many different needs of the many different advertisers. All-night spectaculars, five-second billboards, 365-day continuity, once-a-year explosions—you name it and we'll have it, in color."

Dr. Stanton said the time is "rapidly approaching" when an advertiser will gain a competitive advantage by getting into color tv.

He reaffirmed Mr. Van Volkenburg's belief that eventually all television will be in color, but said it is impossible to project a timetable because "you don't invent by a stop-watch." As with automobiles, he said, color tv's greatest refinements may come after it is introduced.

Perfection of a color picture tube of acceptable size, performance and price, Dr. Stanton said, is the key to the color tv lock. He felt the CBS Colortron 205 would get color tv rolling but said CBS also will go along with any other tube that meets the size, efficiency and price requirements.

He recommended that color programming be "spread evenly" throughout the week without duplication between networks.

The role of the color tube and set production was cited by Mr. Elliott, who foresaw a 10,200,000 color set output within five years.

He reported RCA has firm orders for 4,000 color sets to be delivered within the month. Color tv's problems are easy, he said, but experience gives confidence that "we can meet public demand." Industry-wide effort is essential, he said.

In other addresses Roy E. Larsen, president of Time Inc., and chairman of the National Citizens' Commission for the Public Schools, said in a speech prepared for delivery Saturday that the "works of the Advertising Council are a credit not only to the advertising industry but to all American business."

An illustrated address was slated for Saturday morning delivery by Walter P. Margulies, of Lippencott & Margulies Inc., New York industrial designers. He said advertisers are confusing the public by asking them to remember 150,000 different brand names when their entire average vocabulary amounts to only 15,000 words. He urged the agency people to overcome this practice by developing a form of "brand imagery" by which products would be remembered.

in the Advertising Research Foundation as the forward-looking place to start—and urged creative people to "do the things you are proud to do. The kind of things that give you a glow when you see it on your tv set, or read it in your magazine or newspaper. Venture beyond the bounds once in a while and maybe some of the bounds will disappear."

This session was presided over by Clifford L. Fitzgerald of Dancer-Fitzgerald-Sample, New York.

B&B's Baker Elected 4A Board Chairman

WILLIAM R. BAKER Jr., Benton & Bowles board chairman, was elected chairman of the board of the American Assn. of Advertising Agencies last Thursday at the AAAA's 36th annual meeting at the Greenbrier, White Sulphur Springs, W. Va.

In addition to Mr. Baker, who succeeds Earle Ludgin, president of Earle Ludgin & Co., Chicago, the following were named officers:

Henry G. Little, chairman of the board of Campbell-Ewald Co., Detroit, was elected vice chairman; Robert Grove, executive vice president of Ketchum, McLeod & Grove, Pittsburgh, was named secretary-treasurer; and the following were elected directors at large for three-year terms:

James M. Cecil, president of Cecil & Presbrey, New York; J. Davis Danforth, executive vice president of BBDO, New York; and George C. Reeves, vice president of J. Walter Thompson Co., Chicago. Ken R. Dyke, assistant to the president of Young & Rubicam, New York, was elected director-at-large for one year to fill the unexpired term of Mr. Little, newly-elected vice chairman.

Directors Elected

The following were elected directors to represent the six AAAA section councils, with one-year terms:

Donald K. Clifford, president of Doherty, Clifford, Steers & Shenfield, New York, representing the New York Council; Sture H. Nelson, president of William B. Remington Inc., Springfield, Mass., representing the New England Council; W. W. Neal, partner in Liller, Neal & Battle, Atlanta, from the Atlantic Council; Blount Slade, vice president of Brooke, Smith, French & Dorrance, Detroit, from the Michigan Council; Hal R. Keeling, president of Keeling & Co., Indianapolis, from the Central Council; and Ross H. Ryder, president of Ryder & Ingram, Oakland, from the Pacific Council.

The following continue on the AAAA board as directors-at-large:

Kenneth W. Akers, president of Griswold-Eshleman Co., Cleveland; Clifford L. Fitzgerald, board chairman of Dancer-Fitzgerald-Sample, New York; Marion Harper Jr., president of McCann-Erickson, New York; Victor O. Schwab, president of Schwab & Beatty, New York; and Lawrence Valenstein, president of Grey Adv., New York.

Membership of the new AAAA Operations Committee was named as follows:

Association Chairman Baker, of Benton & Bowles; Vice Chairman Little, of Campbell-Ewald; Secretary-Treasurer Grove, of Ketchum, McLeod & Grove; Frederic R. Gamble, AAAA president; Kenneth W. Akers, president of Griswold-Eshleman Co., Cleveland; Clifford L. Fitzgerald, board chairman of Dancer-Fitzgerald-Sample, New York; and Lawrence Valenstein, president of Grey Adv., New York.

Mr. Gamble's re-election as AAAA president marks his 25th year with the association.

EIGHT MAJOR CLIENTS DRAWING UP REVISED TV PLANS FOR SUMMER-FALL

Among these advertisers is Paper-Mate Pen Co. which takes its initial step into network television May 14.

EIGHT major television advertisers are negotiating for new programs and time segments this past week, B•T learned.

The companies are Pillsbury Mills Inc., Green Giant Co., Campbell Soup Co., National Wholesale Jewelry Assn., Paper-Mate Pen Co., Reynolds Metals Co., U. S. Tobacco Co. and Toni Co.

Pillsbury Mills Inc., Minneapolis, and Green Giant Co., Lesueur, Minn., have teamed up as co-sponsors of a half-hour tv show featuring Mickey Rooney on NBC-TV, Saturdays, 8-8:30 p.m. Contracts have not yet been signed but are expected to be shortly, with advertisers taking over the time segment early in August. A summer "warm-up" show will presumably go on the air for the first four weeks, with the Rooney program starting in September. Leo Burnett Co., Chicago, is the agency for both advertisers.

Campbell Plans

Campbell Soup Co., Camden, is expected to pick up the Sunday period now occupied by Johnson Wax's *Life With Father*, Sunday, 7-7:30 p.m. on CBS-TV, for the next season with a new program entitled *Lassie*. BBDO New York, is the agency for Campbell. Meanwhile S. C. Johnson & Co. is understood to be looking for another time period for its *Life With Father* series, through Needham, Louis & Brorby, Chicago.

National Wholesale Jewelers' Assn., Philadelphia (Jewelers of America), is planning a multi-million dollar variety show, *Your Night of Jewels*, scheduled to start next fall on DuMont. Program will be for one hour.

Commercial participations will be available to a selected group of top national manufacturers of non-competitive lines whose products are distributed through jewelry wholesalers. Agency is Lewin, Williams & Saylor, New York.

Paper-Mate Pen Co., New York, effective May 14 will sponsor the *Stu Erwin Show* on 68 ABC-TV stations, on alternate weeks with General Mills. This marks Paper-Mate's initial step into network television and means an additional advertising expenditure of $1 million to supplement Paper-Mate's original advertising budget of $4,500,000 for announcements. With the buying of the national tv show, Paper-Mate executives emphasized that they would continue to be heavy users of spot announcement commercials.

Thomas Walsh, president, Paper-Mate, said that the company was expanding its advertising and going into network television at this time because sales for the first months of this year merit expansion of advertising expenditures.

Reynolds Metals Co., Richmond, Va., through Russel M. Seeds Co., Chicago, has renewed *Mr. Peepers*, Sunday, 7:30-8 p.m. for the fall-winter-spring season and will keep the time and program on the air by using repeats of kinescopes during the summer months.

U. S. Tobacco Co., New York, through Kudner Agency, New York, has been offered the Wednesday, 10:30 p.m. time period by NBC-TV for its *Martin Kane* show, whose present Thursday evening time has been preempted by the network [B•T, April 12]. The advertiser has not yet decided whether it will accept the time and is still talking to other networks, it was understood.

Toni Co., Chicago, through Foote, Cone & Belding, Chicago, is understood to be picking up the Sunday, 10-10:30 p.m. time on NBC-TV when Procter & Gamble Co. takes a summer hiatus for its *Loretta Young Show*. P&G will return the program to the same time period in the fall. Toni's summer program plans were not known last week.

Procter & Gamble Co. will not renew its *Paul Winchell Show*, on NBC-TV Sundays, 7-7:30 p.m. next fall. The network has had several clients bid for the time and is basing its choice of advertiser on the type of program to be placed in the period. Young & Rubicam, among other agencies, is understood to have one client anxious to sponsor alternate weeks of the Sunday half-hour.

CARNATION Milk Co.'s advertising on KIWW San Antonio, Tex., is renewed for another year by (l to r) Gene Richards, KIWW station manager; Norma Martinez, dramatic star of the Carnation program; Vernon Crossley, Carnation sales supervisor; Dudley Jones, Carnation sales representative, and Jose Arratia, KIWW producer of dramatic shows. The program, *Teatro Radio-fonico Carnation*, is recorded in Spanish at KIWW and rebroadcast on 11 other stations in the Southwest.

ARMY, AIR FORCE TO PART AD WAYS

Air arm wants to spend $1.2 million in fiscal '55; Army would spend $750,000.

THE DEFENSE Dept. is applying a "new look" to its recruitment advertising program.

In the past, the Army and the Air Force operated a joint recruitment advertising budget with the Air Force as a rule obtaining the lesser amount.

But, if Congress accedes and gives the Air Force the money it wants for fiscal 1955, that will be changed. Beginning July 1, 1954, the Air Force will strike out on its own in an effort to fill a lagging volunteer quota. Since Korea enlistments have run out, the Air Force has had trouble replacing its men. It needs about 200,000 men; the Army about 120,000.

What this will mean to military spending for radio-tv is a matter of conjecture. Since 1951, neither service has been spending money on spot announcement campaigns. Rather, they have been placing all their eggs in the free-time basket. Current advertising budgets take care of "point of sale" recruiting and radio-tv production costs only. Paid time is only a Pentagon memory.

Also up in the air at this point is the future of the agency handling the huge military advertising project. Present agency is Dancer-Fitzgerald-Sample, New York.

Pentagon officials report that no decision has been made on what the Air Force will do about an agency. The Army, which must renegotiate a new contract for the next fiscal year, also is uncommunicative.

But officials point up the fact that an advisory committee a few years ago urged the armed services recruiters to stick to a single agency at least a couple of years because constant switching increased the cost of the advertising program. The current contract with D-F-S has been in effect since mid-1953.

The Air Force wants to spend $1.2 million on its recruitment advertising program in fiscal 1955 under the new look. The Army would spend about $750,000.

At present, the joint Army-Air Force budget is $1.25 million with about $500,000 of this amount going to the Air Force.

Out of the current Army budget, more than $250,000 is spent for radio production and about $270,000 for television. The Air Force, lumping radio and tv together, is spending about $80,000 for production in that media.

During House Appropriations Committee hearings, Rep. E. P. Scrivner (R-Kan.) asked Army Col. B. W. Armstrong, with personnel procurement and training, which of the advertising media was found to be the most effective.

According to the colonel: "The experts maintain that television advertising today is the most effective. It reaches the most people."

At another point, the colonel said, "Television and radio reach more people than we could possibly reach by personal contact."

But the congressman was unconvinced, hinting that if the military could not determine the exact effectiveness or results of the programs broadcast "maybe we had better stop."

During testimony before the appropriations group, another military spokesman, Col. Newton F. McCurdey, said each dollar spent in the recruiting advertising program on radio and tv, brought $5 in public service time.

The Army network shows include tv programs on DuMont and ABC. These are public service broadcasts. Both the Army and Air Force use a good deal of radio station public service time.

Up to now, the services have had clear sailing in Congress with their new look recruitment programs. The House has been receptive, but the Senate also must consider the requests before the Pentagon can map future advertising campaigns.

Ad Managers Speak Up

ANALYSES of radio's value as an advertising medium by advertising managers of several nationally-known companies are contained in the latest issue of BAB's *Radio Advertising Newsletter*. Robert Grey, manager of advertising and sales promotion for Esso (Standard Oil of New Jersey) is quoted as saying that "radio's prophets of doom are either not using the medium at all, or using it inefficiently . . . Radio still does an outstanding job for us, when used properly and in combination with all available media." Background information on advertisers' past and current use of radio is highlighted in statements by Mr. Gray and other advertising managers, including Henry R. Geyelin, Metropolitan Life Insurance Co.; Maxine Rowland, Shulton Inc. (Old Spice products), and Edwin Ebel, General Foods Corp.

STYLEBROOK Clothes signs with WJAS Pittsburgh for a radio campaign using two disc jockey shows. Agreeing on the contract are (l to r): seated, Loraine Steffens, account executive, Cavanaugh-Morris Agency; S. H. Ruben, Stylebrook general manager; standing, John H. Buchheit, WJAS commercial manager, and Hilary Bogden and Barry Kaye, disc m. c.'s.

Sherman & Marquette Split To Become Effective May 1

SHERMAN & MARQUETTE, New York and Chicago, on May 1 will become two separate firms, with ranking executives in both cities expected to buy out the interests of both partners, Stuart Sherman and Arthur Marquette.

The partners previously had retired from active participation in agency affairs, although maintaining their ownership interests.

Bryan Houston, president of Sherman & Marquette, New York, along with several other executives, will head the eastern company. The name of the agency probably will be Bryan Houston Inc., but because of legal technicalities it is not expected to be announced until after May 1.

The Chicago firm, to be headed by Larry Wherry, has yet to be named.

BIERN, DUFFY JOIN N. Y. TAX OBJECTORS

F. KENNETH BIERN, president of the Biow Co., and Ben Duffy, president of BBDO, both in New York, were among businessmen who joined the fight last week against the proposed 3% sales tax on commercial services in New York City [B•T, April 19]. Frederic R. Gamble, president of the American Assn. of Advertising Agencies, who appeared before the city's board of estimate the week before, went before the City Council's finance committee last week to reiterate that if the proposed tax becomes law advertising agencies will be forced by competition "to shift business from New York to other offices."

Mr. Biern told the group that "we are not talking merely of a 3% tax on the income of an advertising agency. We are talking of an 'atomic chain of self-destruction'—for the compounding of that additional 3% in addition to the present 3% and other sales taxes which already exist, can make operations in New York so impossible, in competition with agencies in other cities, that the conclusion is inevitable and obvious."

He said the Biow agency is the eighth largest advertising agency and that, for example, in television the agency employs outside firms in New York to produce tv commercials. Each of these firms employs allied industries in New York to supplement their efforts. Thus thousands of workers are involved and might face unemployment should the agencies be forced to move out of the city. Hollywod is already making it "attractive for us to operate out there," he said.

Mr. Duffy said the net effect of the sales tax proposal, "if carried through to its punitive conclusion, would be two-fold: Advertisers would either be discouraged against advertising in New York, or they would cease to use any of the fine agencies now employing thousands of good people in the conduct of their business."

SPOT NEW BUSINESS

Paper Mate Pen Co., Culver City, Calif., today (April 26) starts tv spot announcement campaign using new Latin rhythm singing commercial created by Song Ads Inc., Hollywood, on 50-60 stations in 25 western markets, with 50 spots weekly on each station for two weeks. Agency: Foote, Cone & Belding, L. A.

Coppertone Sales Corp., Miami, Fla. (Coppertone suntan oil, creams), starts radio-tv spot announcement campaign in 11 western states, using 500 spots weekly on 13 tv stations and equal amount on 15 radio stations, for 13 weeks from April 15. Agency: The Falkenhainer Adv. Agency, Beverly Hills.

NETWORK NEW BUSINESS

Miles Labs to sponsor *Break the Bank* quiz show on Mutual (Mon.-Fri., 12:15 p.m. EDT) as replacement for *Curt Massey Time*, effective May 3. Agency: Geoffrey Wade Adv., Chicago.

Wynn Oil Co., Azusa, Calif., through BBDO, has ordered 52 participations on NBC-TV's *Today* (Mon.-Fri., 7-9 a.m., EDT and CDT), starting June 1 and continuing for 52 weeks.

Diamond Crystal Salt Co., St. Clair, Mich., through Benton & Bowles, has purchased 12 participations on *Today*, beginning May 6 and continuing for eight weeks, and **Bymart-Tintair**

HAWAIIAN Electric Supply Co., representing mainland appliance manufacturers, reaches a 26-week announcement agreement with KULA-TV Honolulu. Representing the parties are (l to r): L. W. Clifford, HESC appliance department manager; Hugh Ben LaRue, KULA-AM-TV vice president; Frank S. Ruwe, HESC supervisor of advertising and sales promotion, and William Drew, KULA-TV account executive. The ch. 4 station began operating earlier this year.

Inc., N. Y., through Erwin, Wasey & Co., has ordered one participation on May 10.

Gillette Safety Razor Co. to sponsor coverage of 80th running of Kentucky Derby on CBS Radio and CBS-TV May 1, 5:15-5:45 p.m. EDT. Radio coverage will be on full CBS Radio network, including outlets in Hawaii and a coast-to-coast Canadian network. Tv coverage also will be live. Agency: Maxon Inc., N. Y.

AGENCY APPOINTMENTS

Pearson Pharmacal Co. (Ennds chlorophyll tablets), appoints Donahue & Coe, N. Y., to handle its advertising.

Medusa Masonry Paints, Baltimore, div. of Medusa Cement, Cleveland, appoints VanSant, Dugdale & Co., same city.

Fred Koch Brewery, Dunkirk, N. Y. (lager, pilsner and Golden Anniversary beer, and Deer Run ale), appoints James G. J. Wells Inc., Buffalo.

Utica Brewing Co., Utica, N. Y., names Abbott Kimball Co., N. Y., to handle the advertising and merchandising for Fort Schuyler lager beer and light ale.

Cal-Ray Bakeries, Glendale, Calif. (packaged cookies), names Mogge-Privett Inc., L. A. Herb Beaven is account executive.

General Mills, O-Cel-O Sponge div., Minneapolis, names William Esty Co., N. Y., to handle its advertising, effective June 1. The agency currently handles two other General Mills products, Softasilk Cake Flour and Sugar Jets.

Fred Astaire Studios, N. Y., appoint Sterling Adv. Inc., same city. Campaign will center around new Fred Astaire Dance Club plan.

Bronwill Scientific Inc., Rochester, N. Y. (constant temperature circulators; high vacuum equipment), appoints Hutchins Adv. Co., same city.

MPTV ISN'T SAYING ON FILMS-FOR-SPOTS

FCC has refused to rule on legality of the plan before it is put into operation. A test case may be in the offing.

JUST HOW or when Motion Pictures for Television Inc. will proceed with its films-for-spots plan for tv stations was not disclosed last week, but one spokesman indicated the proposal will not be scrapped in spite of the refusal by FCC to give a declaratory ruling as to its legality [B•T, April 19].

"We'll just have to put it up to the Commission in a way they can't duck giving us a ruling," the MPTV representative stated.

Asked if this might mean a test case through a specific station, the spokesman said, "You'll have to draw your own conclusions. It's too early to discuss the details."

FCC turned down the request for declaratory ruling in line with its policy not to give prior legal opinion.

MPTV's plan is to supply films to both uhf and vhf stations at no cost other than permission to act as agent in selling the station's available spots on the programs and retaining the income therefrom to the amount of the dollar value of the films, based on station rates. The station would retain full right to choose programs and control telecasting of the films, as well as the right to accept or reject the sponsors obtained by MPTV.

Aside from getting network quality programs at no cost, it was pointed out, stations would benefit financially by being able to sell adjacencies to such programs.

MPTV originally told the Commission it considered its proposal does not suffer from "the defects inherent in the 'time brokerage' or 'reservation of time' agreements which the FCC has frowned upon in the past."

It was indicated the films-for-spots could be a competitive booster for uhf stations who otherwise were not airing network type shows. But the plan would be open to all stations, vhf or uhf, FCC was informed.

Tv Use of Films Hurts Theatres, Court Told

TESTIMONY that motion pictures, once they are shown on television, have no theatrical release value was supplied last week by witnesses called by six independent motion picture companies in their Los Angeles Superior Court ($2.5 million) damage suit against five distribution firms. Hearing in the suit, which charges the release of 11 feature films to tv before their theatrical runs were ended, was resumed before Judge John J. Ford, following one-week recess [B•T, April 19].

Martin Ross, president of Emperior Films, Hollywood theatrical film distributor, stated under oath he would not distribute any 16 mm film theatrically after showings on tv, as television kills theatrical release. Since the latter part of 1952, he added, the 16 mm market has gone down because of video's ascendancy.

Al Bollinger, comptroller-treasurer of United Artist (one of the defendants), declared it is not yet commercial practice for major studios to televise films while they are still in national theatrical release.

Clifford Getz, Beverly Hills CPA, testified there is an inequity in the distribution of the lump sum received by Motion Pictures for Television (a defendant) and paid out to the various producers, including the plaintiffs.

Previous testimony had been made by Charles Weintraub and George Bagnall, presidents of Quality Films and George Bagnall & Assoc., respectively, distributors of films to tv, who discussed the value of theatrical films in various U. S. markets. Mr. Weintraub's illness prevented his resuming his testimony last week.

The suit was filed last year [B•T, March 2, 1953] by Equity Films, Equity Pictures, Orbit Productions, Orbit Pictures, Jack Schwarz Productions, Frost Films, Russ Vincent and Dave Kessel against MPTV. United Artists, Chesapeake Industries (then Pathe Industries), Eagle Lion Films and Eagle Lion Classics.

FILM FIRMS SET EXCHANGE SERVICE

A GROUP of independent tv film producers and distributors have organized the United States Producers & Distributors Corp. as an exchange service and joint advertising effort for members. Temporary headquarters are at 636 Acanto St., Los Angeles. Telephone is Arizona 8-8991.

John Jay Franklin, Hollywood tv film producer, is president, with Leonard Clairmont and Homer F. O'Donnell, partners in Sixteen Screen Service Co., that city, first and second vice president, respectively.

The board of directors includes Harvey Pergement, president, Cavalcade Television Programs Inc., Hollywood; George LeRoy, president, Tri State Productions, Pittsburgh; V. S. Becker, owner, V. S. Becker Productions, New York; Hugh M. Hooker, Western supplies distributors, North Hollywood; Jack A. Eisenbach, owner, Jack A. Eisenbach Productions; Glenn Miller, head of his own tv film production firm; Stewart O'Brien, tv film editorial service, all Hollywood.

USPDC (as a cooperative organization) also will aid members in all phases of production and also will act as a clearing house for tv stations in buying film, Mr. Franklin said. The group's goal is 50 members, with 27 already signed, he reported.

Telefilm Enterprises Formed To Syndicate Television Film

NEW tv film syndication company, Telefilm Enterprises Inc., New York has been formed by Charles Wick, personal management representative. It was reported that the company is supported by $5 million.

Mr. Wicks announced that Bud Austin, who has resigned as national sales director of Official Films, will be general manager and sales director of Telefilm Enterprises. Mr. Wicks will not assume operating responsibilities in the new company but will help formulate policy, devoting most of his time to personal management of talent, including Benny Goodman and Sarah Churchill, among others.

Telefilm's first assignment will be to distribute *Fabian of Scotland Yard*, which is being produced in London by Trinity Productions. Thirteen programs of a 39-week series have been completed. The company, according to Mr. Wick, will not engage in production but will invest in independent production.

Flamingo Films Back As Syndication Firm

Has rights to nine major telefilm properties reported at $7 million production cost.

FLAMINGO FILMS, New York, was re-established last week as a tv film syndication company with rights to nine major telefilm properties said to have been produced at a cost of more than $7 million. Executive headquarters have been established at 509 Madison Ave., New York 22, N. Y.

Flamingo Films is a joint partnership of James Harris, Sy Weintraub, Dave Wolper and Joseph Harris, which has been functioning in recent months under the name of The Harris Group. In the past few months, the organization has worked closely with National Telefilm Assoc., New York, with the latter company distributing tv filmed properties held by The Harris Group.

Properties of Flamingo Films include *International Police*, 26 new half-hour films produced by Prockter Television Enterprises; *Beulah*, 75 half-hour series produced by Roland Reed; 39 half-hours of *Cowboy G-Men*, acquired from United Artists; 29 half-hours of dramatic anthologies tentatively titled *Televideo Theatre*, purchased from Screen Televideo Assoc.; *Superman*, 52 half-hours, jointly owned with National Comics; 16 *Superman* cartoons, owned in collaboration with National Comics; 168 quarter-hours of *Telecomics*, produced by Illustrated Inc.; *Baseball Hall of Fame*, 90 quarter-hours produced by James Harris and 260 *Viz Quiz* five-minute animated cartoons, acquired from Wasser, Kaye & Philipps, Pittsburgh advertising agency.

Originally Set Up in 1949

Flamingo Films originally was organized in March 1949 by the present owners, but the firm became inactive in 1951 when the group merged with Motion Pictures for Television. They departed from MPTV last December, at which time a working agreement by The Harris Group with NTA was formed.

Mr. Weintraub, who will head up sales for Flamingo Films, told B•T last Thursday that the present sales staff of 14 will be increased to 28 within two or three months. Regional sales offices have been in Los Angeles, Dallas, Chicago, Pittsburgh and Boston.

Defendants' Briefs Due Today In Suit Over Thomas Show

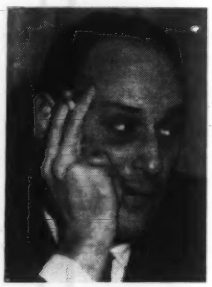
ATTORNEYS representing Materto Productions, comedian Danny Thomas and producer Louis F. Edelman had until today (Monday), to reply to writer Lewis Meltzer's contention that he can sue for both breach of employment contract and breach of sales contract, in suit over alleged similarity of format which Mr. Meltzer supposedly submitted to defendants, and current ABC-TV *Make Room for Daddy* series.

Santa Monica Superior Judge Stanley Mosk had previously viewed several of the series half-hour films, but made no ruling on the primary question of similarity. However, he directed Norman Rosen, attorney representing Mr. Meltzer, to submit a memorandum of authorities to support Mr. Rosen's position in a collateral legal question of whether the suit could be filed on the two counts in question. With filing of the memorandum last Monday, Judge Mosk allowed defendant attorneys five days for reply.

Suit, filed last fall [B•T, Nov. 16] asking $1,017,000 damages, contends the writer had been hired by Mr. Edelman to outline a format to star Danny Thomas under the stipulation that, if the format were approved, he would be made head writer, receive 5% of the profits and screen credit.

Screen Gems Sets Two-Week Sales Record for Company

SALES of Screen Gems syndicated properties during the past two weeks have exceeded all other sales records set by the Columbia Pictures tv subsidiary, it was announced last week by John H. Mitchell, vice president in charge of sales.



MR. MITCHELL

Sales on *Your All-Star Theatre*, Mr. Mitchell said, have raised total number of markets to 110, with the largest transaction calling for sponsorship by the International Metal Products Corp. in Phoenix, Tucson, Yuma and Bakersfield, Stockton and Fresno. The series has also been sold to WIS Columbia, S. C., and in Tulsa.

Other sales have been of *Screen Gems TV Disc Jockey Films* to KOOL-TV Phoenix and the first 26 programs of *The Big Playback* in Seattle, Wash., and Jacksonville, Fla.

Anti-Trust Suit Against Movie Firms Ready in Fall

DEPARTMENT of Justice's anti-trust suit to force several major studios and distribution companies to release 16mm feature motion pictures to tv and other outlets is expected to be ready for trial by late fall. This was revealed when the case was transferred to the calendar of Federal Judge Harry Westover, acknowledged legal authority on motion picture industry litigation.

Government's suit filed July 22, 1952 [B•T, July 28, 1952] lists as defendants Columbia Pictures Corp., subsidiary Screen Gems Inc.; Universal Pictures Corp., subsidiary United World Films Inc.; Warner Bros. Pictures Inc.; Warner Bros. Pictures Distributing Corp.; RKO Radio Pictures Inc.; 20th Century Fox Film Corp.; Republic Pictures Corp.; Republic Productions Inc.; Films Inc., and Pictorial Films Inc.

Named as co-conspirator but not as defendant is Theatre Owners of America.

On attorneys plea that customary routine filing of answers to interrogatories by defendants would reveal "trade secrets and other confidential information," Federal Judge Ben Harrision last fall ordered them all sealed.

MCA Plans New Films

DISCOUNTING reports Music Corp. of America will discontinue tv film production and concentrate on distribution and representation, President Lew Wasserman last week declared the firm is planning several more video series and currently is seeking producers to handle these properties.

Although not divulging the series to be made, nor other video expansion plans, he declared that there was no basis to a report published in a Hollywood trade paper that MCA would drop its tv film production or dispose of properties filmed by subsidiary Revue Productions.

Minot Tv Distribution Firm Set Up for MPAA, UFSI

ESTABLISHMENT of Minot Tv Inc., New York, as a distribution company to function in association with Motion Pictures Advertising Assn. and United Film Service Inc. has been announced by Charles M. Amory, president. Headquarters have been established at 509 Madison Ave., New York.

Under arrangements completed with MPAA and United Film Service, Minot Tv will assign its 15 salesmen to service the Northeast, with MPAA concentrating in the South and United Film Service in the West, Midwest and parts of the East. The combined operation is designed to secure multiple sponsorship on a local basis for half-hour tv filmed series.

In the past both MPAA and United Film Service concentrated solely on the sale of one-minute filmed announcements.

May 2 Deadline Agreed In Ireland Suit Amendment

BOTH SIDES have agreed upon a May 2 deadline for actor John Ireland to amend his $1,756,000 breach of contract and slander suit against Television Programs of America, Norvin Productions, producer Leon Fromkess, TPA President Milton Gordon, TPA Vice President Mickey Silliman and others. The deadline agreement was reached out of court, since trial date has not been set.

The suit, filed last month in Los Angeles Superior Court [B•T, March 8], alleges the plaintiff had been contracted to portray the title role in *Ellery Queen* tv film series but later was discharged "without cause or excuse." The actor then learned, according to the complaint, that the defendants in the presence of others slandered him as "politically unacceptable" to advertising agencies and prospective sponsors.

UTP Film Exports Rise

EXPORT of United Television Programs' tv film prints has tripled in the past six months, increasing from 1,100 prints in November to more than 3,500 in April, according to Wynn Nathan, vice president in charge of sales. He further announced his firm has developed a "globe girdling" market.

Recent sales in the latter category include: *Old American Barn Dance*, *Counterpoint* and *Royal Playhouse* to the Italian Government for Radio-Italia-Tv; *Your Gospel Singer* to Templetons Inc. for cross-continent telecasts on CBC; *Waterfront* to Supertest Petroleum Corp. for showings on CBLT (TV) Toronto and to Standard Oil Co. for showings on KGMB-TV Honolulu; *Heart of the City* to KONA (TV) Honolulu; *Hollywood Offbeat* to WKAQ-TV San Juan, P. R.; *Double Play*, *Heart of the City* and *Royal Playhouse* to KFIF (TV) Fairbanks and KFIA (TV) Anchorage, both Alaska.

Lorillard Buys

P. LORILLARD CO., New York (Kent cigarettes), through Young & Rubicam, has purchased from Screen Gems Inc., New York, 13 half-hour tv filmed dramas, originally telecast on *The Ford Theatre*, for use under the title of *Kent Theatre* in seven markets, starting in July. The markets set to carry programs are Chicago, Cleveland, Cincinnati, Baltimore, Minneapolis, Philadelphia and San Francisco, with other markets to be added.

World Wide Tv Producing 'Shoppers Showcase' Film

WORLD WIDE Tv Productions, Hollywood, has started producing the weekly tv film *Shoppers Showcase,* a syndicated program designed to sell low-price items by mail order for approximately 40 advertisers. The firm guarantees five million sets coverage in small towns and rural areas, using more than 20 U. S. and Hawaiian stations of less than 500,000 sets coverage each, according to World Wide executives.

Chelle Janis & Assoc. Advertising, Hollywood, has overall managership of World Wide Tv Productions. William C. Welch is production manager; Darrell C. Cole, director of sales; Chester V. Grund, public relations director, and Carmella Sampognia, office manager.

The packaging firm is headquartered in KTTV (TV) studios, Hollywood, telephone Hollywood 2-7361.

Sutherland Opens N. Y. Studios

JOHN SUTHERLAND PRODUCTIONS Inc. announced last week the opening of studios in New York to produce both animated and live action television and motion picture films. General offices and production facilities have been established at 404 Fourth Ave., New York, N. Y.

The company previously had concentrated its production activities on the west coast.

FILM SALES

Guild Films Co., N. Y., reports that *Liberace Show* is now being carried in 180 cities, with latest sales in West Palm Beach; Billings, Mont.; Sacramento, Calif.; Wilmington, Del.; Huntington, W. Va.; Cadillac, Mich., and Danville, Ill.

Chicago Furniture Store, Fresno, Calif., starts weekly programming of 60-feature film package on KBID-TV that city, May 3. Distributed by **Motion Pictures for Television,** package includes "Scarlet Pimpernel," "Blue Angel," "Bridge of San Luis Rey" and "Drums." Five most popular films, determined by audience mail, will be rerun by KBID-TV at the end of the year. Agency is **Advance Adv.,** Fresno.

NBC Film Division's acquisition to syndication rights to *The Falcon,* new half-hour tv film series, was announced last week by **Carl M. Stanton,** vice president in charge of the division. The series of 39 half-hour adventure dramas, which will feature **Charles McGraw** and **Michael Waring,** will be produced by **Federal Telefilm.**

FILM PRODUCTION

Screen Gems Inc., Hollywood, is shooting two half-hour pilot films in *Captain Midnight,* science fiction series based on the comic strip and radio program, for **Wander Co.,** Chicago (Ovaltine) and **General Mills,** Minneapolis, (Kix). **Richard Webb** is starred with supporting actors, **Olan Soule** and **Sid Melton. George Bilson,** former executive producer of short subjects for RKO, is producer and **Ross Lederman,** director.

Volcano Productions goes before the cameras today (Monday), at **General Service Studios,** Hollywood, to shoot the Mickey Rooney series *Hey Mulligan,* bought for alternate sponsorship on NBC-TV (see story, page 29) by Pillsbury Mills Inc. (flour) and Green Giant Co. (peas), starting Aug. 28. With a three-day shooting schedule for each, two half-hour films carrying a budget of $32,000 apiece, will be made weekly for the first three weeks, followed by a hiatus until July 12, permitting Mr. Rooney to fulfill a three-week night club engagement and a **Republic Pictures** commitment. Packaged by **Mickey Rooney Enterprises,** series casts Rooney as an NBC page boy with **Regis Toomey** as his father and **Claire Carleton** as his mother. **John Hubbard** portrays an NBC executive. **Joseph Santley** will produce; **Les Martinson** will direct; **Van Alexander** is musical director; **Ben Friedman** and **John Fenton Murray** are assigned writers.

Alexander Film Co., Colorado Springs, Colo., announces commercial productions for following organizations: **Gates Rubber Co.,** Denver, one 8-second ID, through **Harold Walter Clark Adv.,** same city; **Kenmar Manufacturing Co.** (Swing King chairs), Cleveland, one 46-second film, through **Gerst, Sylvester & Walsh Inc.,** same city, and **Frigidaire,** Dayton, Ohio, five 60-second and seven 20-second films, through **Foote, Cone & Belding,** N. Y.

Sam Bischoff Enterprises, RKO-Pathe Studios, Culver City, Calif., formed by **Edward G. Robinson,** actor and former star of *Big Town* radio series, and **Sam Bischoff,** until recently a producer for Warner Bros., is shooting pilot film in *For the Defense.* Half-hour tv series stars the actor as a legal defender of the poor with **James Nielson** set as director. Writers at work on scripts are **Don Mullalley, David Dortort** and **George Bricker. Sherman Harris,** formerly with Denmac Productions, Hollywood, is production supervisor.

Rockhill Productions Inc., N. Y., announces agreement under which that packaging firm acquires all properties held by **Robert K. Adams,** including *My Son Jeep* (tv) *Star Playhouse* (radio) and *Manhattan Honeymoon* (tv). Agreement provides for addition of Mr. Adams and his associates, **Art Baer** and **Jane Kaufman,** to Rockhill staff.

RANDOM SHOTS

Hygo Television Films Inc. has opened Hollywood offices at 812½-14 N. La Brea. Telephone: Hollywood 7-4882. Louis Goldstein, formerly with Columbia Pictures as manager in charge of various foreign departments, is in charge of West Coast operations for the distribution firm.

Stuart Reynolds Products, Hollywood, moves to 9120 Sunset Blvd. Telephone is Crestview 4-7863.

ABC-TV West Coast film syndication offices, Hollywood, move to 1539 N. Vine St.

Circle Films Labs., N. Y., has developed a production method that reduces the time of printing short sequences of motion picture film by 75%, the company announced last week. The system, said to be particularly applicable to commercial films, currently is being employed on a series of 1½ minute sales training films being produced for Maxwell House Coffee by **Seminar Films.** It makes use of a specially-designed magazine which is said to permit the film to be fed into the printer continuously, thereby eliminating the time usually devoted to rethreading. This latter phase of production, a company spokesman said, has heretofore accounted for a major percentage of the man hours in the process of making copies of films.

KBMT (TV) Beaumont, Tex., will show *Star Showcase* under sponsorship by Kinsel Motors, Ford dealer. L to r: Frank Browne, KBMT cml. mgr.; Joe Kinsel, Kinsel Motors; Dene Gober, Gober Adv. Agency; "Spike" Colburn, acct. exec., TPA, producer of show.

BELL Clothing Co. for third straight year will sponsor *Nightcap Edition* (news) on KOTV (TV) Tulsa. L to r: Dick Campbell, mgr., and Jack Hauser, sls. rep., both KOTV; Norman Johnson, store mgr., and Gene Esterline, exec., both Bell; Cy Tuma, KOTV news dir.

EHLERT Feed Mills, St. Joseph, Mo., will sponsor *Foy Willing & the Riders of the Purple Sage* on KFEQ-TV there. L to r: Al Sloey Jr., leader of show's quartet; Larry Ehlert, Ehlert mgr.; Wayne Beavers, KFEQ-TV sls. rep.

PRINCIPALS of four WTTG (TV) Washington shows to be used by Tipon nail lacquer for promotion are (l to r): Seated—Hazel Markel, Aletha Agee, Art Lamb and Cindy Dahl; standing Arthur Clair, Tipon Mfg. Co.; Ted Newhoff, Newhoff-Blumberg Adv., Baltimore; Ray MacDonnell, Tipon sls. mgr.; Walter Dimond, mfrs. rep., Eastern Sales Co.

NETWORK CLIENT AVERAGE EXPENDITURE SHOWS INCREASE IN BOTH RADIO AND TV

Comparison of PIB figures for February of 1954 and the same month last year also brings out that total number of network advertisers declined in radio, increased in television.

AVERAGE expenditure of advertisers using the nationwide broadcast networks rose appreciably from February 1953 to February 1954. Publishers Information Bureau data on gross time purchases of advertisers on the radio and tv networks show that in February of this year the average radio network client spent $84,920 (gross) for time, compared to $75,807 for the same month of last year. The average tv network client's gross time purchases rose from $104,663 in February 1953 to $121,467 for the same month of 1954.

Number of radio network clients dropped from 167 in February 1953 to 144 this February, so that despite the rise in average expenditure, the gross time sales of the radio networks declined slightly from last year to this.

TV network clients, on the contrary, increased from 152 to 190, thus, with an increase also in average time purchases, tv network billings this February were far ahead of those for that month of last year.

Top Buyers Hold Pace

By and large, the top users of network time in February 1953 continued in that position a year later. Top ten table of radio clients includes eight who were on that list the year before, General Mills and R. J. Reynolds Tobacco Co. who were among last year's top ten giving place to American Homes Products Corp. and Swift & Co.

The tv top ten list is even more consistent, with only one change from that of February 1953—Chrysler Corp. replacing Liggett & Myers Tobacco Co.—and the other nine advertisers who were the greatest purchasers of tv network time in February this year the same that topped last February's list.

The same tendency of the leading users of broadcast network time to continue their use is shown in the tables of leading advertisers in each category of network client. Of the 24 varieties of radio network advertising 15 are headed by the same advertiser who occupied that position in February 1953; among the 23 types of tv network client, 16 categories are headed by the same advertiser as in the same month last year.

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Leading Tv Network Advertisers By Product Group During February, 1954

Apparel, Footwear & Access.	Cat's Paw Rubber Co.	$67,094
Automotive, Auto Access. & Equip.	General Motors Corp.	707,575
Beer, Wines & liquors	Pabst Brewing Co.	206,672
Bldg. Materials, Equip. & Fixtures	Sherwin-Williams Co.	53,070
Confectionery & Soft Drinks	Coca-Cola Co.	199,564
Consumer Services	Electric Co. Adv. Program	70,062
Drugs & Remedies	Serutan Co.	345,441
Food & Food Products	General Foods Corp.	574,560
Gasoline, Lubricants & Other Fuels	Gulf Oil Corp.	113,232
Household Equipment & Supplies	General Electric Co.	366,894
Household Furnishings	Armstrong Cork Co.	120,780
Industrial Materials	Reynolds Metals Co.	120,240
Insurance	Prudential Insurance Co. of America	79,212
Jewelry, Optical Goods & Cameras	Speidel Corp.	67,980
Office Equip., Stationery & Writing Supplies	Hall Brothers	163,800
Publishing & Media	Hearst Corp.	7,534
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	RCA	209,373
Smoking Materials	R. J. Reynolds Tobacco Co.	850,348
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,573,813
Sporting Goods & Toys	Parker Brothers	12,420
Toiletries & Toilet Goods	Colgate-Palmolive Co.	768,248
Transportation, Hotels & Resorts	Greyhound Corp.	63,028
Miscellaneous	Swift & Co.	93,884

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Top Ten Tv Network Advertisers During February 1954

1.	Procter & Gamble Co.	$1,605,519
2.	Colgate-Palmolive Co.	959,244
3.	General Motors Corp.	857,363
4.	R. J. Reynolds Tobacco Co.	850,348
5.	American Tobacco Co.	680,227
6.	General Foods Corp.	574,560
7.	General Mills	567,835
8.	Lever Brothers Co.	522,626
9.	Chrysler Corp.	504,015
10.	P. Lorillard Co.	482,378

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Top Ten Radio Network Advertisers During February, 1954

1.	Procter & Gamble Co.	$1,106,523
2.	Miles Labs.	605,685
3.	Lever Brothers Co.	526,293
4.	Colgate-Palmolive Co.	457,161
5.	General Foods Corp.	425,842
6.	Gillette Co.	399,518
7.	Sterling Drug	364,354
8.	American Home Products Corp.	350,599
9.	Liggett & Myers Tobacco Corp.	311,021
10.	Swift & Co.	265,121

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Leading Radio Network Advertisers in Each Product Group During February, 1954

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 34,429
Apparel, Footwear & Access.	Knomark Mfg. Co.	61,630
Automotive, Auto. Access. & Equipment	Willys Motors	175,730
Beer, Wines & Liquor	Anheuser-Busch	136,986
Bldg. Materials, Equipment & Fixtures	Johns-Manville Corp.	95,736
Confectionery & Soft Drinks	William Wrigley Jr. Co.	121,384
Consumer Services	AT&T Co.	62,752
Drugs & Remedies	Miles Labs.	605,685
Food & Food Products	General Foods Corp.	425,842
Gasoline, Lubricants & other Fuels	Standard Oil Co. of Indiana	96,389
Horticulture	Ferry-Morse Seed Co.	11,320
Household Equip. & Supplies	Philco Corp.	118,028
Household Furnishings	Owens-Corning Fiberglass Corp.	67,376
Industrial Materials	General Electric Co.	69,080
Insurance	Prudential Insurance Co. of America	62,365
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	101,252
Office Equip., Stationery & Writing Supplies	Hall Brothers	66,600
Publishing & Media	Thomas Nelson & Son	24,715
Radios, TV Sets, Phonographs, Musical Instruments & Access.	General Electric Co.	69,108
Smoking Materials	Liggett & Myers Tobacco Co.	311,021
Soaps, Cleansers & Polishes	Procter & Gamble Co.	711,430
Toiletries & Toilet Goods	Gillette Co.	399,518
Transportation, Hotels & Resorts	Assn. of American Railroads	63,228
Miscellaneous	CIO	98,765

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GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR FEBRUARY & JAN.-FEB., 1954 COMPARED TO 1953

	February 1954	Jan.-Feb. 1954	February 1953	Jan.-Feb. 1953
Apparel, Footwear & Access.	$ 338,065	$ 681,983	$ 243,504	$ 500,149
Automotive, Auto Access. & Equipment	2,075,936	4,346,010	1,137,549	2,631,364
Beer, Wine & Liquor	477,528	999,722	381,794	748,874
Bldg. Materials, Equip. & Fixtures	121,271	188,794	.....	.....
Confectionery & Soft Drinks	611,010	1,336,196	503,302	1,023,003
Consumer Services	73,829	173,837	64,860	86,916
Drugs & Remedies	1,165,457	2,431,855	804,329	1,701,696
Food & Food Products	4,475,693	9,236,312	2,790,800	5,830,010
Gasoline, Lubricants & Other Fuels	203,282	702,662	246,690	561,982
Household Equipment & Supplies	2,085,322	4,260,636	1,261,513	2,507,258
Household Furnishings	402,197	829,898	273,842	530,970
Industrial Materials	431,047	934,742	385,404	766,184
Insurance	152,652	279,618	98,490	201,540
Jewelry, Optical Goods & Cameras	172,389	429,372	243,001	473,971
Office Equip., Stationery & Writing Supplies	295,230	691,131	77,580	155,160
Publishing & Media	17,736	37,250	51,705	105,426
Radios, Tv Sets, Phonographs Muscial Instrument & Access.	653,020	1,414,431	271,238	610,513
Retail Stores & Direct by Mail	.....	42,345	.....	23,175
Smoking Materials	3,175,233	6,601,533	2,598,153	5,541,090
Soaps, Cleansers & Polishes	2,495,534	4,908,268	1,784,776	3,570,964
Sporting Goods & Toys	12,420	28,900	.....	15,038
Toiletries & Toilet Goods	3,227,257	6,771,087	2,478,449	5,173,761
Transportation, Travel & Resorts	148,054	305,835	49,878	98,037
Miscellaneous	219,187	503,350	156,926	327,067
TOTAL	$23,079,319	$48,135,767	$15,908,788	$33,184,148

Source: Publishers Information Bureau

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR FEBRUARY AND JANUARY-FEBRUARY, 1954, COMPARED TO 1953

	February 1954	Jan.-Feb. 1954	February 1953	Jan.-Feb. 1953
Agriculture & Farming	$ 70,470	$ 170,447	$ 100,726	$ 208,043
Apparel, Footwear & Access.	61,360	122,370	73,479	156,184
Automotive, Auto. Access. & Equip.	778,917	1,550,495	396,532	994,639
Beer, Wine & Liquor	145,518	314,537	135,901	217,150
Bldg. Materials, Equip. & Fixtures	151,723	312,910	64,984	136,634
Confectionery & Soft Drinks	220,413	453,871	230,149	476,869
Consumer Services	161,186	326,996	193,784	406,923
Drugs & Remedies	1,697,761	3,477,928	1,696,375	3,478,668
Food & Food Products	2,579,728	5,361,311	2,947,201	6,211,360
Gasoline, Lubricants & other Fuels	509,996	1,150,661	409,200	854,738
Horticulture	11,320	11,320	5,834	7,022
Household Equipment & Supplies	325,099	659,973	556,721	1,196,917
Household Furnishings	68,624	123,837	186,887	390,479
Industrial Materials	69,080	161,555	148,693	297,130
Insurance	189,446	378,526	147,156	305,014
Jewelry, Optical Goods & Cameras	125,394	256,115	78,907	157,807
Office Equipment, Stationery & Writing Supplies	78,802	162,052	66,580	133,160
Publishing & Media	57,091	125,895	15,240	31,302
Radios, TV Sets, Phonographs, Musical Instruments & Access.	165,317	422,033	179,082	461,106
RetailStores & Direct by Mail	.....	.....	1,236	2,472
Smoking Materials	1,068,105	2,251,085	1,291,200	2,586,389
Soaps, Cleansers & Polishes	1,279,536	2,568,953	1,117,722	2,309,449
Toiletries & Toilet Goods	1,667,583	3,572,252	2,149,903	4,579,614
Transportation, Hotels & Resorts	63,651	126,879	63,196	126,392
Miscellaneous	682,412	1,473,672	403,162	812,564
TOTALS	$12,228,532	$25,535,673	$12,659,810	$26,537,525

SOURCE: Publishers Information Bureau.

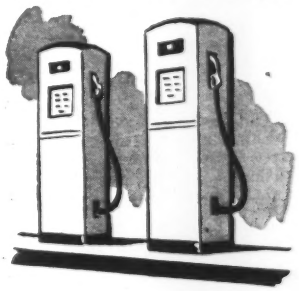
Buy WHO

and Get Iowa's Metropolitan Areas..

Plus the Remainder of Iowa!

TAKE FILLING STATION SALES, FOR INSTANCE!

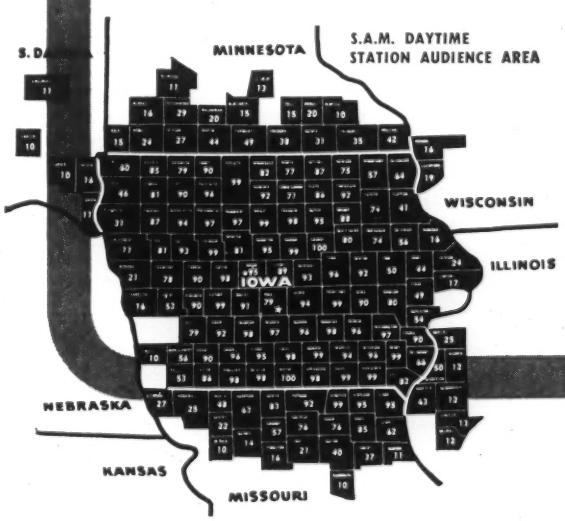
4.4%	CEDAR RAPIDS	
3.4%	TRI-CITIES	
8.6%	DES MOINES	
1.9%	DUBUQUE	
3.1%	SIOUX CITY	
3.7%	WATERLOO	
74.9%	REMAINDER OF STATE	



THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES:
(Which You MISS Unless You Cover the Entire State)

67.2%	Food Stores
63.2%	Eating and Drinking Places
47.9%	General Merchandise Stores
57.5%	Apparel Stores
61.4%	Home Furnishings Stores
65.9%	Automotive Dealers
74.9%	Filling Stations
80.8%	Building Material Groups
62.0%	Drugstores

Source: 1953-'54 Consumer Markets



FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

Children's Tv Fare Approved By Most Parents, Survey Finds

RESULTS of a study on the attitudes of parents toward children's programs on television revealed last week that "a great majority of parents generally approve children's shows currently being offered on tv."

This conclusion emerged from what was described as "the first major study of parents' attitudes toward children's tv programs," which was conducted under the supervision of the Yale Divinity School by the Communications Research Project of the National Council of Churches of Christ in the U.S.A.

The survey of 3,559 homes in New Haven—a 5% sample of the population in that area—showed 69% of parents favored children's tv programs as they are; 26% generally disapproved of them, and 5% favored some aspects of children's tv and opposed others.

Greatest disapproval of children's tv shows, the survey disclosed, was registered by the best educated families and by white-collar workers of higher income, of whom 54% approved of current programs, and by parents of children aged four through nine, one-third of whom were generally opposed to the shows their children viewed.

Among the other findings gleaned by the survey were:

(1) Parents reported their children spent an average of 13 hours per week viewing the programs they watched regularly, in addition to some random viewing, and listened to radio shows for about two hours a week; (2) parents said their children spent about half their viewing time watching variety shows and another third on westerns, with 4% of their time spent watching informational and instructional programs; (3) most popular program was *Howdy Doody*, pulling 21.6%, followed by *Hopalong Cassidy* with 7.2% and *Super Circus*, 6.2%; (4) parents voiced criticism that children watched too many westerns and variety shows and did not have access to enough new programming in the classics, fairy tales and the Bible, and in science and general informational fields; (5) one-fourth of all objections voiced by parents were directed at "excessive violence" in children's shows.

It's Still 'Lucy' at Top, According to Latest Nielsen

CBS-TV's *I Love Lucy* was at the head of the A. C. Nielsen Co. list of top 10 evening, once-a-week network television shows for the two weeks ending March 27. Second place went to the NBC-TV telecast of the Hollywood Academy Awards presentations. The ratings:

NUMBER OF TV HOMES REACHED

RANK	PROGRAM	HOMES (000)
1	I Love Lucy (CBS)	16,615
2	Academy Award (NBC)	14,953
3	Dragnet (NBC)	14,390
4	Bob Hope Show (NBC)	14,124
5	Buick-Berle Show (NBC)	12,925
6	You Bet Your Life (NBC)	12,618
7	Jackie Gleason Show (CBS)	12,058
8	Arthur Godfrey's Scouts (CBS)	11,292
9	Toast of the Town (CBS)	11,270
10	Pabst Blue Ribbon Bouts (CBS)	11,250

PER CENT OF TV HOMES REACHED
PROGRAM STATION BASIS

RANK	PROGRAM	HOMES %
1	I Love Lucy (CBS)	64.2
2	Academy Award (NBC)	54.0
3	Dragnet (NBC)	53.1
4	Bob Hope Show (NBC)	52.9
5	Jackie Gleason (CBS)	48.6
6	Buick-Berle Show (NBC)	48.5
7	You Bet Your Life (NBC)	46.1
8	Arthur Godfrey's Scouts (CBS)	44.3
9	Jack Benny Show (CBS)	43.8
10	Toast of the Town (CBS)	43.0

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McLEAN RE-ELECTED PRESIDENT OF AP

Press association elects officers and directors, notes growth in radio-tv membership.

ROBERT McLEAN, president, *Philadelphia Bulletin* (WCAU-AM-FM-TV), was re-elected president of the Associated Press Tuesday at an AP board meeting. He has been AP president since 1938.

Clarence B. Hanson Jr., publisher, *Birmingham News* (WAPI, WAFM [FM], WABT [TV]), was elected first vice president of AP and Oscar S. Stauffer of the *Topeka State Journal* and president of Stauffer Publications (KSOK Arkansas City, Kan.; KSEK Pittsburg, Kan.; KGFF Shawnee City, Okla.), was elected second vice president. Lloyd Stratton was re-elected secretary and Robert Booth was re-elected treasurer.

Re-elected to AP's executive committee were: Mr. McLean; John S. Knight, *Chicago Daily News* (WIND-AM-TV); Benjamin M. McKelway, *Washington Star* (WMAL-AM-FM-TV); Paul Miller, *Rochester* (N. Y.) *Democrat & Chronicle* (WHEC-AM-TV); Robert B. Choate, *Boston Herald* (WHDH-AM-FM); Harry F. Byrd Jr., *Winchester* (Va.) *Evening Star*.

On Monday, at AP's annual membership meeting at New York's Waldorf-Astoria, the members re-elected four directors and elected two new board members. AP by-laws provide for an 18-member board, six directors being elected each year for three-year terms. At least three board members must represent papers in cities with populations of less than 50,000.

Re-elected to the board were: Mr. Knight; James M. Cox Jr., *Dayton Daily News* (WHIO-AM-FM-TV); Mark Ethridge, *Louisville Courier-Journal* (WHAS-AM-TV); Dolph Simons, *Lawrence Journal-World*.

New directors are: Harold A. Fitzgerald, *Pontiac* (Mich.) *Press;* Bernard H. Ridder Jr., *Duluth News-Tribune* (WDSM Superior). They replace Roy A. Roberts, *Kansas City Star* (WDAF-AM-TV), and Palmer Hoyt, *Denver Post*, who were not eligible for re-election as they had served three consecutive terms.

Status Change Considered

Report of the AP board, read at the annual meeting, stated that "for several years the board has given consideration to regular membership for qualified stations, as has been reported from time to time, and will continue to do so." Radio-tv stations are now associate members.

Noting that the number of AP radio and tv members now totals 1,253, a gain of 83 in the past corporate year, the board stated that perhaps even more important was the continued steady increase in the number of stations supplying news to AP. The committee of AP radio and tv members authorized by the board "has done a great job," the report commented.

Membership of this committee comprises: Les Mawhinney, news director, KHJ-AM-FM-TV Los Angeles; Jack Krueger, news editor, WTMJ-AM-TV Milwaukee; Daniel W. Kops, vice president and general manager, WAVZ New Haven; Matt Bonebrake, president and general manager, KOCY Oklahoma City; Joe N. Bryant, president and general manager, KCBD-AM-TV Lubbock; Tom Eaton, news director, WTIC-AM-FM Hartford; Jack Shelley, news manager, WHO-AM-FM-TV Des Moines.

Both subcommittees of this group are continuing their work, the board report noted. One, after consulting with the membership at large, "recommended specific changes in news presentation, many of which were readily adopted by the AP radio-tv wire report." The other "made valuable contributions through recommended format and program innovations."

KENT COOPER (l), retired general manager of The Associated Press, and Harold E. Fellows, NARTB president, at the AP's annual luncheon last Monday.

INS REPORT CITES RADIO-TV CLIENTS

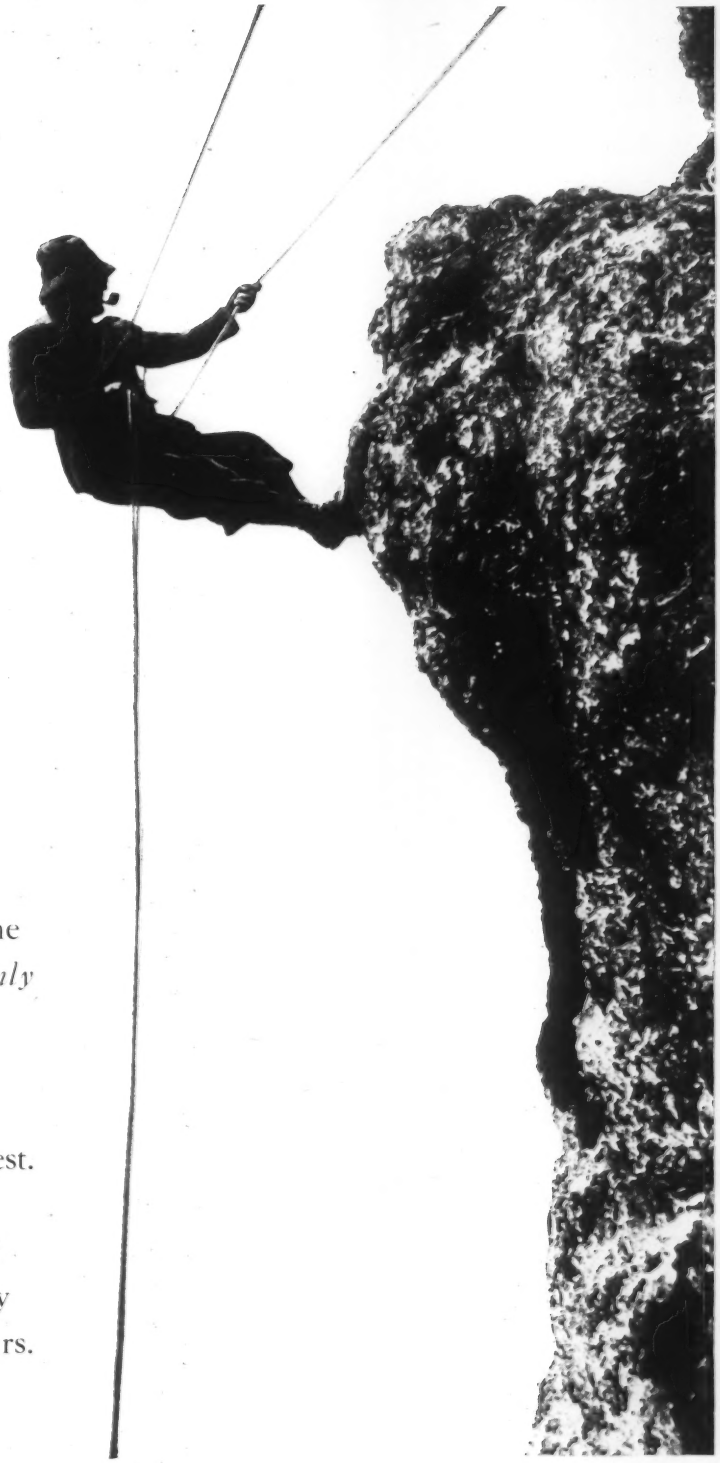
International News Service lists 42 new radio stations, 58 newspapers and 23 special services subscribers here and abroad. The various INS services to tv stations are in more markets than ever before, Berkson says.

INTERNATIONAL News Service in the past year has added 42 radio stations, 58 newspapers and 23 special service subscribers to its domestic and foreign client lists, Seymour Berkson, INS general manager, said in his annual report to the meeting of the INS news and business executives held in New York last week in conjunction with the ANPA convention.

Reporting that in the field of television the various INS tv services now are in more markets than ever before, Mr. Berkson said: "The INS-Telenews news film services are today being distributed to 100 domestic and foreign tv markets. International News Facsimile—the world's first facsimile photo wire which was inaugurated a little over a year ago—now has a client network of 25 tv stations and is being expanded to newspapers as well because of the greater speed of transmitting photos on paper all ready to engrave with no photo laboratory work to delay the process."

Mr. Berkson pointed out that INS "now offers the largest variety of news and feature services in its history." He stated: "During the past 12 months we have been progressively expanding our news and news-feature scope to provide more and more concentrated coverage 'in depth' on the big important news stories of the day so that readers get a real grasp and understanding not only of the biggest news developing each day but what that news means to the average reader in terms of human interest.

"This is in line with our traditional policy of constantly striving for more distinctive coverage on human-interest and interpretative feature of the big news stories with greater emphasis material," he said. "The success of this policy is reflected again this year in a spirited demand for our services and a correspondingly healthy increase in clientele both here and abroad."



Everyone has something he does best...

Here's what *we* do best. We give undivided attention and skill to the responsibilities of representing *only* television stations . . . and with a quality of results possible only through intense specialization. Foremost TV stations want the best. That's why we are privileged to represent those you see below. If you share their standards, you may well want to know more about ours.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

the *only* representative devoted *only* to television

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

UP GROWTH CITED IN RADIO, VIDEO

UP Movietone News supplies news film to more tv stations than all other services combined, while UP Radio continues to grow as the largest radio news service, UP executives are told in New York.

UNITED PRESS Movietone News, film-and-wire-script service produced for tv stations by United Press in collaboration with 20th Century-Fox, supplies news film to more stations than all other services combined, while United Press Radio continues to grow as the nation's largest radio news service, UP executives were told at their annual meeting in New York last Monday and Tuesday.

Jack Bisco, vice president and general business manager, said the UP leased wire news report for newspapers and radio and television stations now has a record 4,099 clients; that UP now delivers Telephoto and facsimile pictures to 418 newspapers and tv stations in the U. S. and abroad, with 78 of these clients added since last April; and that tv stations with contracts for United Press Movietone News now number 96.

William C. Payette, television manager, said UP Movietone News has expanded to both hemispheres, with clients in Canada, France, Belgium, Brazil, Cuba, Venezuela, and Japan as well as the U. S. Processing, he added, also has become international with the establishment of a new plant in Paris for the benefit of European stations. He attributed the service's growth to a great extent to enlarged facilities and editing for specific regions and populations.

More Spot Coverage

"We have been asked by many stations for more sports coverage," Mr. Payette continued, "and we provided it—in a measure corresponding to the sports coverage in the UP general news report. Other important requests we have met are those from farming and industrial areas, and from those representing the interests of various languages and races. The result has been bigger and more attentive audiences for UPMT programs the country over."

John J. Madigan, radio news manager, said "more than 40 additional stations were added to the service during the past year to bring the number of clients to more than 1,420.

"Radio stations placed greater emphasis on newscasts to meet television competition in the entertainment field. The NARTB reported that about 20% of air time is devoted to news. The authoritative Kansas Survey reported 83% of men listeners and 75% of the women preferred newscasts to any other programs.

"The greatest demand was for more regional news and United Press stepped up its volume of state news prepared at the source by bureaus located in most of the states. Special regional news roundups covering several states were inaugurated in the midwestern, Rocky Mountain, Pacific Coast, and southern areas."

The executives lauded UP's facsimile picture service, which was adopted first by television stations—there are now some 25 stations subscribers—and subsequently by newspapers. Reporting on expanding tv and newspaper market for UP news pictures, LeRoy Keller, vice president and general sales manager, said:

"This new market was produced by two factors. First was the revolutionary reception of news pictures by facsimile, making wired pictures easier and cheaper to handle, because processing is eliminated at the receiving end. Second was the impact of television coverage of news events.

"Television stations were the first to adopt facsimile because few of them had darkrooms and photographic staffs. But when newspapers learned that United Press had developed a facsimile recorder compatible with its Telephoto network, they began investigating, They ran samples through their engraving departments and were amazed at the quality of reproduction. As a result many turned at once to UP facsimile. . . ."

Earl J. Johnson, UP vice president and general news manager, said "enormous demands" from editors for increased coverage of tv news, programs and personalities constituted one of three notable trends in the news during the past year. As a result, he said, UP columnists Jack Gaver in New York and Aline Mosby in Hollywood were assigned to devote one-half of their copy to the tv field.

List Grows One-Third

Mims Thomason, vice president and general manager of UP news pictures service, reported the list of clients had grown by almost one-third over a 15-month period, domestic clients increasing from 170 to 241 and foreign clients from 148 to 178. During the same period, he said, the number of sending points in the UP Telephoto network was boosted from 66 to 116, a 75% gain. He said UP engineers also are working to make the facsimile service "still better" and to "attain perfection as well in Telephoto," and that UP, among other projects is undertaking an expansion of its corps of cameramen throughout the world.

British United Press radio and tv clients in Canada have climbed to a record 113, according to BUP General Manager Philip R. Curran, while A. L. Bradford, vice president and general European manager, reported that, among other overseas projects, UP was the first to introduce a regular tv news film service in Europe. Thomas R. Curran, vice president and South American general manager, said in that area "the list for news, for both the press and radio; for news pictures, and for UP Movietone News is at an all-time high. We have extended television service to Rio de Janeiro and Caracas, and in both places, as well as in Mexico City, Havana and Sao Paulo, UP Movietone Film is being shown daily."

News of Asia for that continent showed marked growth during the past year, according to Ernest Hoberecht, vice president and general manager for that area, who said "more and more new territories are welcoming UP news and pictures." He noted that the nation-wide facilities of the Japanese Broadcasting Corp. now carry UP Movietone News.

Gross Music Service Counters WPEN Charge

WPEN-FM Philadelphia and Musitone Inc. are violating FCC rules by operating a background music service, according to a reply filed in Philadelphia Common Pleas Court by Leon S. Gross of Radio Broadcasting Co. Mr. Gross answered a suit filed by WPEN and Musitone to enjoin him from supplying his subscribers a similar service with receivers picking up the WPEN-FM music.

Mr. Gross claims the arrangement between WPEN-FM and Musitone, which supplies its subscribers with sets picking up WPEN-FM music minus commercials and identification, does not give Musitone a property right that can be enforced in a court of equity.

Involved in the suit is the question whether subscription distribution of fm background music can be protected as a commercial monopoly. Samuel R. Rosenbaum is attorney for Mr. Gross. The plaintiff is represented by Wolf, Block, Schorr & Solis-Cohen. Musitone is described as jointly owned by WPEN and the local Muzak franchise operator.

Complementary Pay-Tv Forecast by Faught

SUBSCRIPTION television ultimately will become a compatible and complementary service of regular tv and will provide "bonanza markets" for related industries such as the movies, Dr. Millard C. Faught, economic consultant to the Zenith Radio Corp., Chicago, declared last week.

In a talk on "The Outlook for Subscription Television" before the New York Society of Security Analysts last Monday, Dr. Faught said this auxiliary service will constitute a second means of economic support for tv stations, as well as "become the basis for a new industry doing annual business running into billions of dollars."

Dr. Faught claimed there is an economic need for subscription television, pointing out that currently all tv costs are borne by advertisers. He estimated that the overall limit of tv stations that could be supported by advertising revenue alone is about 500 stations. By utilizing subscription television, Dr. Faught continued, that number could at least be doubled.

Zenith's Phonevision is planned for experimental broadcasts on WOR-TV New York, starting on May 31, Dr. Faught said [B•T, April 19].

Sound Studios Inc. Formed

NEWS organization titled Sound Studios Inc. has been formed in Washington to provide recorded coverage to radio stations. Leon Loeb, president of Leon Loeb & Co., is president. Jack Ross, writer-producer, is vice president. First news project will be a documentary on the McCarthy-Army controversy, with Ronald W. May as narrator. The firm is headquartered at 306 Sixth St. NW, Washington, D. C.

Radio Series Stars Owens

SERIES of open-end transcribed radio shows designed for the Negro market has been announced by Raymond S. Gray Broadcast Productions of Chicago. Featuring Jesse Owens, famous athlete, scripts were written by Fletcher Martin, Negro journalist. Five-minute slots, on three-per-week basis, have been completed for a series of 26, and another 26 weeks is being readied.

Program Services Shorts

Stage Rental Studios, N. Y., has acquired exclusive radio and tv rights to John Robert Powers Charm School. Hugh Marlowe, vice president, Stage Rentals Studios, said he plans to produce series of 260 quarter-hour tv film shows, possibly in color, for daytime presentation on workings of Charm Schools.

Alan Ladd Enterprises Inc., Hollywood, has been formed by the motion picture actor to produce a transcribed radio series, starring himself; a tv film series, starring name talent other than the actor, and independent theatrical films, appearing in every other one.

Come and Get it!

Michigan's Golden Triangle

77% of the buying power of Michigan, almost 6 billion dollars yearly, lies within reach of the "Golden Triangle" formed by Detroit, Jackson and Flint. Cut yourself a big slice of this market. It's ready to serve! Come and get it! Look at these figures — radios in nearly 100% of the homes — over 85% of the automobiles.

A package buy of these three strategically located Michigan stations offers you maximum coverage at minimum cost.

REPRESENTED BY

HEADLEY REED

WKMH
DEARBORN
5000 Watts
(1000 WATTS — NIGHTS)

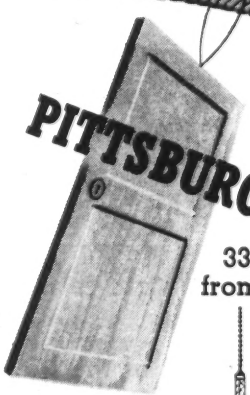
WKHM
JACKSON
1000 Watts

WKMF
FLINT
1000 Watts

GUESS the number of keys in this pile and WIN A PRIZE

(See rules below)

KEY TO THE PITTSBURGH



33 Miles from Tower

You get *1,083,900 television homes when you buy WSTV-TV—but *684,500 of these homes are pure gravy! This powerful VHF station offers you rates based *only* on the Steubenville-Wheeling market—*52nd largest in the Country.* But you get a *bonus* of the *8th* largest market—because WSTV-TV beams a clear, primary signal *right into Pittsburgh!* And that's not all . . . you get a bonus of Canton and Youngstown too!

Cost-Free Key to Pittsburgh

If you've rattled the door to the important Pittsburgh market—only to find it closed to all but a few early-bird advertisers—here's a new and exciting key! WSTV-TV *gives* you Pittsburgh on a silver platter!

WSTV-TV's bonus market of 684,500 sets is . . .

BIGGER than Milwaukee (with 644,973 sets!)
BIGGER than Washington, D.C. (with 580,000 sets!)
BIGGER than St. Louis (with 450,000 sets!)

All this — and the hugely prosperous Steubenville-Wheeling industrial area too! Can you afford to pass up a buy like this? Ask your Avery-Knodel man for full information—*today!*

*CBS Research: U. S. TV Ownership updated to Jan. 1, 1954

NOW! FULL POWER
(230,500 Watts)
from our
881 ft. Mountain-Top Tower
(2,041 ft. above sea level)

WSTV-TV STEUBENVILLE-WHEELING — ANOTHER **AVERY - KNODEL**

NO GUESSWORK about the number of TV homes covered by

WSTV-TV

VHF - Channel 9

STEUBENVILLE
CBS TELEVISION
WHEELING

BIGGEST BONUS MARKET IN TV

CANTON
48 Miles from Tower

YOUNGSTOWN
50 Miles from Tower

FIRST PRIZE! OMEGA WATCH
Man's or Lady's—Value $105.00.
SECOND PRIZE! OMEGA WATCH
Man's or Lady's — Value $71.50.

YOU can win one of these prizes *FREE* (and easy!!!)

Just *guess* how many keys are in the pile photographed above — and fill out the coupon on this page. Contest closes June 10, 1954. Nearest correct answers will be judged the winners. In case of ties, earliest postmark decides the winners.

11 ADDITIONAL PRIZES!
11 smart Forstner Key Rings in 14 Kt. gold — Value $31.00 each.

Contest Dept. STATION WSTV-TV Steubenville, Ohio B

My guess is that there are.....keys in the photo shown above!

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

REPRESENTED STATION

ANPA EXPRESSES CONCERN OVER TV, RADIO THREATS

Retiring ANPA President George Biggers warns publishers about the ever-increasing size of television, which has developed 'almost incredibly' within five years. ANPA Bureau of Advertising Director Harold Barnes urges newspapermen to be on their mettle against local radio. Eisenhower urges all news media to balance presentation.

DEEP CONCERN over the threat to newspapers of competition by television particularly, and local radio secondarily, was expressed last week by key speakers at the 68th annual convention of the American Newspaper Publishers Assn. in New York.

In a keynote address on the second day of the three-day meeting last Wednesday, George C. Biggers, retiring president of ANPA and publisher of the Atlanta *Journal* and *Constitution* (WSB-AM-TV), warned publishers in a strongly-worded talk to take television seriously because it is "a big, over-grown boy." This contention was reinforced by Harold S. Barnes, director of ANPA's Bureau of Advertising, who served notice on publishers that local radio, as well as tv, will be battling vigorously for a larger share of the advertiser's dollar in 1954.

Mr. Biggers traced the growth of television in the past five years in these words:

"Within five years—1949 to 1954—television has developed almost incredibly. In 1949, there were 3,950,000 set owners. Today there are about 27,500,000—an increase of 596%. In 1949, tv advertising volume was $68,400,000. Last year, it was $688,700,000—a growth of 907%. Tv stations have increased from 93 to 344, or 251%. Moreover, there are no signs of shrinkage."

Tv Competes Two Ways

Television, Mr. Biggers continued, is competing with newspapers in two ways: "Fighting for the advertiser's dollar and fighting for the reader's time." As an example of television's ability to garner advertising dollars, Mr. Biggers referred to the recent General Foods' anniversary program, and commented:

"Network time [for the show] is reported to have cost $250,000, while talent is supposed to have cost $500,000. Think of it—three-quarters of a million dollars spent in an hour and a half. Can you imagine an advertiser figuring such an expenditure in the newspapers of this country on a given day? . . . I mention this to illustrate how television is soaking up the advertising dollars and at what speed it is developing."

Mr. Biggers contended that the newspaper is still "the best medium of them all" and outlined the following program of improvement: Better editing and more local stories; keep the editorial page alive; better selling of the newspaper medium; better and earlier delivery; mechanical improvements; cooperation of employes with respect to wages and output of work; printing in color.

Mr. Barnes predicted that 1954 will be the "first really competitive year" in the advertising field since World War II, with a "knock-down-drag-out battle for business." He declared television will "undoubtedly continue to roll along, but probably spot tv will move faster than network television."

Although other speakers and delegates to the convention expressed strongest concern over television, Mr. Barnes warned the publishers to consider radio, and asserted:

"Three years ago, the experts solemnly announced the death of the youthful medium. Their report—like that of Mark Twain's death—was slightly exaggerated. I'm not talking about network radio—but spot radio. Local radio. Newspapers originated the slogan, 'All Business Is Local'—and went to town with it. Now spot radio has a tight grip on our coat-tails.

"Radio today is very much alive—and kicking. And the prime target of those kicks is the local newspaper. And—most important—the radio boys are concentrating on what we once considered our exclusive domain—the retailer."

Grave concern was expressed by several speakers at the reduction by automotive advertisers in expenditures for newspapers and a parallel increase in their expenditures for television. John C. Ottinger, general sales manager of the bureau, cited the example of the Lincoln-Mercury Dealers' sponsorship of CBS-TV's *Toast of the Town* program, and C. F. Taylor, president, Detroit chapter, American Assn. of Newspaper Representatives, reported that dealer opinion on advertising is favoring television against newspapers.

RICHARD W. SLOCUM (l), executive vice president of the *Philadelphia Bulletin* (WCAU-AM-TV) and newly-elected president of the ANPA, is congratulated by his predecessor George C. Biggers, president of the Atlanta *Journal* and *Constitution* (WSB-AM-TV).

At the opening session last Tuesday, various meetings were held by newspapers of under 10,000 circulation, 10,000-50,000, and over 50,000. It was brought out at these meetings that television had helped circulation generally, but no comment was reported on the impact of tv on advertising.

A large majority of the publishers reported they carried radio-tv logs free although several charged, and some said they had trimmed the listings to include only nighttime programming. A few publishers said they had dropped logs in the last few months without protest from readers.

It was reported by Stuart M. Chambers, retiring chairman of the Bureau board and treasurer of the St. Louis *Post-Dispatch* (KSD-AM-TV), that national advertising in newspapers in 1953 had jumped to an all-time record of $601,200,000. The 1953 total for all newspapers advertising was listed at $2,655,000,000.

New ANPA officers elected on Thursday were Richard W. Slocum, publisher of the Philadelphia *Bulletin* (WCAU-AM-TV), succeeding Mr. Biggers as president; William Dwight, president and general manager of the Holyoke (Mass.) *Transcript* and *Telegram*, vice president; Walter J. Blackburn, London (Ont.) *Free Press*, secretary, and W. L. Fanning, Westchester County Publishers, White Plains, N. Y., treasurer.

President Dwight D. Eisenhower addressed the bureau's dinner on Thursday night on the opportunities of the press to create better understanding among the peoples of the free world. His talk was carried on all four radio and television networks.

Facts Must Be Told

The facts of the modern world must be told by all media, with free flow of information and balanced presentation, President Eisenhower said. "Every newspaper, every magazine, every radio and television station has the mission of bringing home to all our people and to as many other people of the world as we can reach, the facts of existence today," he said, adding that facts must be related to each other in truthful perspective.

"News of events which divide may be more spectacular than news of developments which unify," the President continued. "But a free press can discharge its responsibility to free people only by giving all the facts in balance. Facts in perspective are vital to valid citizen judgments. Sound judgment is crucial to the preservation of freedom. Hence a free press can sustain itself only by responsibly reporting all the facts and ideas—the spectacular and the unspectacular, the unifying facts and the divisive."

The President observed that 75% of all the people on the earth "live under censorship," with illiteracy affecting vast areas, complicating the problem of achieving understanding. "Into the vacuum caused by censorship and illiteracy," he said, "pours the positive and poisonous propaganda of the Soviets." He said every dollar put into the U. S. Information Service "will repay us dividends in the triumph of truth and the building of understanding."

ANPA announced Thursday it would comply with a request of the Anti-Trust Div., Justice Dept., to make its files available to the FBI in connection with an investigation of advertising practices and media.

James Pope Elected By Newspaper Editors

JAMES S. POPE, executive editor of the *Louisville Courier-Journal* and *Times* (WHAS-AM-TV), was elected president of the American Society of Newspaper Editors April 17, closing day of the society's annual Washington meeting [B•T, April 19].

Other officers elected were Kenneth MacDonald, *Des Moines Register & Tribune*, first vice president; Jenkin Loyd Jones, *Tulsa Tribune*, second vice president; George W. Healy Jr., *New Orleans Times-Picayune*, secretary, and Virginius Dabney, *Richmond Times-Dispatch*, treasurer.

Mr. Pope presided at a panel discussion on freedom of information. He is a former chairman of ASNE's Committee on Freedom of Information. Coleman Harwell, *Nashville Tennessean*, reviewed the newspapers' policy of ac-

National Awards, 1953

Freedoms Foundation

. . . . . *Contributing to a better understanding of our American way of life.*

Alfred I. duPont

. . . . . *Record of leadership . . . high standards . . . and outstanding public service in encouraging, promoting and developing American ideas of freedom and for loyal, devoted service to the nation and the community.*

Ohio Institute

. . . . . *First award, cultural and dramatic programs, for artistically produced presentation of great writings. Honorable mention, children's program division, for outstanding, timely pioneering in the teaching of foreign languages.*

WOI-TV
CHANNEL 5
AMES, IOWA
Iowa State College

represented
by
weed television

ABC CBS DuMONT

cepting tv and radio programs only on a paid basis with a special rate.

"What sense does it make for tv and radio stations to expect, even take for granted, that newspapers will publish every day in every edition the complete listing of their programs for which they are paid by commercial establishments from advertising appropriations for which those newspapers are competing?" he asked. He said Nashville newspapers announce major news events such as a Presidential speech or a McCarthy-Stevens hearing.

At a breakfast held for ASNE by the Washington professional chapter of Sigma Delta Chi, honorary fellow awards were presented to Bill Henry, MBS and *Los Angeles Times;* Basil L. Walters, president of Knight Newspapers, and Hodding Carter, publisher of *Delta Democrat-Times,* Greenville, Miss.

WSAZ's Rogers Urges Doctors To Participate in Radio-Tv

MEMBERS of the West Virginia State Medical Assn. were urged to take part in community public service health programs on radio and tv in an address by Lawrence H. Rogers II, general manager of WSAZ-AM-TV Huntington and president of West Virginia Broadcasters Assn.

Speaking to the medical group's fifth annual press-radio meeting in Charleston earlier this month, Mr. Rogers, whose talk was titled "March of Medicine on Radio and Tv," said medical men should use radio and tv to disseminate medical education and to allay fear of public health programs. He said the American Medical Assn. suffers a "very bad reputation with the general public," and added:

"Doctors have not successfully put across the point that doctors individually and the American Medical Assn. collectively are operating in the public interest, convenience and necessity, as we in our business must as a matter of license conformity. Perhaps its time for the medical profession to look upon competition as the soul of commerce rather than its destroyer; competition not for the patient's trade or the specialist's fee, but competition with all the crackpot social and political groups for public favor."

BEWARE TIME PIRATES—FELLOWS TO AWRT

Radio and tv women broadcasters should check copy to make sure they aren't giving away radio time through free commercials, NARTB President Fellows tells AWRT convention in Kansas City.

PIRACY of broadcast time by accepted manufacturers and merchants is increasing, NARTB President Harold E. Fellows said Saturday in an address to the annual convention of American Women in Radio & Television, held at the Muehlebach Hotel, Kansas City.

Noting that the ranks of time chiselers are not limited to the unprincipled, he said AWRT has "an obligation to establish standards in this field, and to see to it through voluntary processes that such standards are conveyed to each member broadcaster." Mr. Fellows proposed each women broadcaster should raise these questions in weighing the merit of material:

Does it advertise a brand name?
Does it employ, by hidden inference, slogans or phrases which would advertise brand names?
Does it advance a specialized interest—such as an industry—when such promotion should be paid for?
Does it unfairly militate against broadcasting—in the sense that free time is being given to an interest which buys space in published media?
Does it represent the crowbar technique—in which an agency placing advertising in one field, for example, represents a publicity account in another—and uses the first to bring influence to bear in behalf of the second?

Mr. Fellows urged care in reviewing booklets and news releases dealing with recipes, fashion notes, reducing advice, homemaking counsel and related matter "conveying demurely the commercial plug."

"It is neither fair, nor for that matter, good business, that one should get for nothing that for which another pays," he continued. "Continued departure from that principle will bring justifiable wrath, and consequent loss of revenue, down upon the heads of radio and television broadcasters."

Keynote speaker at the official opening of the convention late Thursday was Mrs. Alice M. Leopold, director of the Women's Bureau, U. S. Labor Dept. Doris Corwith, NBC supervisor of public affairs programs and AWRT national president, presided at the sessions.

Included in the agenda were FCC Comr. Frieda B. Hennock; Barry Wood, executive producer for color coordination, NBC, and Charter Heslip, radio-tv director, Atomic Energy Commission.

Mrs. Leopold urged that women in business "get over the preoccupation about themselves and concentrate on proving their value on the basis of competent performance of their jobs." Quoting Census Bureau data, she said there are 15,214 women in radio and television. She suggested women in broadcasting adopt a part-time career in affairs of government at the local, state and national levels.

Friday morning workshop theme was "The Common Denominator of Radio & Television," with John Thornberry, WHB-TV Kansas City, as moderator. On the panel were Frank R. Smith, WBVP Beaver Falls, Pa.; Bill Bates, manager of WDAF-TV Kansas City; Jayne Shannon, J. Walter Thompson Co., and Esther Van Wagoner Tufty, NBC Washington.

A business meeting was scheduled Friday afternoon. Three panels were scheduled Saturday morning: "Department Store Selling, Radio and Tv," moderated by Alice Friberg, WCYB Bristol, Va., flanked by Virginia Beagle, of Emery Bird Thayer, Kansas City; Peter Lasker, WLWD (TV) Dayton, Ohio, and Louise Wilson, WHAM-TV Rochester. "Merchandising & Servicing Accounts," moderated by Dorothy Fuller, WBET Brockton, Mass., aided by Florence Luedeke, WMBD Peoria, Ill.; Sandra Lea, WHB Kansas City, and Helen Neville, WGR Buffalo. "Effective Personal Publicity & Promotion," moderated by Elizabeth Marshall, WBEZ Chicago, aided by Marda Alexander, Chicago publicity specialist; Dorothy Sanders, WLWD (TV) Dayton, and Montez Tjaden, KWTV (TV) Oklahoma City.

Featured Saturday afternoon was the discussion of program services by Mr. Fellows, and a panel in which participants were Gladys Blair, Young & Rubicam, Chicago; Heloise Parker Broeg, WEEI Boston; E. K. Hartenbower, KCMO Kansas City, and Mollie Martin, WBAL-TV Baltimore. A business session was scheduled for Sunday, winding up the program.

TAKING OVER as president of Alabama Broadcasters Assn., Dige Bishop (left center), WCTA Andalusia, receives the gavel from Malcolm Street, WHMA Anniston, retiring president and now director-at-large. New ABA officers and directors are (l to r): Julian C. Smith, WAGF Dothan; Ed Carrell, WGSV Guntersville; Richard B. Biddle, WOWL Florence, vice president; Herbert Martin, WAPI Birmingham; Mr. Bishop; James W. Whatley, WRFS Alexander City; Mr. Street; Dewey Long, WABB Mobile; Elmer G. Salter, WAUD Auburn, secretary-treasurer, and W. H. Miller, WGYV Greenville. Not shown: Joe Matthews, WJJJ Montgomery, and Frank Whisenant, WMSL Decatur.

Washington Ad Club Hears Praise for Radio

RADIO is the most important advertising medium and will occupy an increasingly important position in the media world from year to year, Robert C. Embry, commercial manager of WITH-AM-FM Baltimore, predicted Tuesday at a special radio luncheon held by the Washington Ad Club. M. Robert Rogers, general manager of WGMS-AM-FM Washington, presided. Elliott M. Sanger, WQXR New York, spoke on specialized radio service.

"No other medium reaches so many people," Mr. Embry said. "There are more radios than Americans over 17 years of age. More families use radio sets than have white bread or coffee in their homes."

Among radio sales points listed by Mr. Embry were these: 35 million radio sets sold in three years, more than the total number of tv sets manufactured; two-thirds of sets in city homes are located outside the living room; 2 million clock radios were sold last year; over half of the homes in tv markets have radios in a bedroom, with 60% having radios in the kitchen.

He contended newspapers never talk readership, mentioning only circulation. He cited the Baltimore situation, where he said the

WNBK pulled a switch...

to give you an extra 147,000 TV homes

in the vital Cleveland market.

On April 25, WNBK turned on the power... adding 9 new counties and over 147,000 television homes to WNBK's coverage area. To do this took a new channel (3), a new transmitter with 100,000 watts of power, and a new antenna—the highest structure in the Cleveland area.

It means that the foremost television station in the Cleveland area is more effective, and that you have an even better buy in this important market.

Here are the facts: WNBK now covers over 1,000,000 TV homes* in 29 counties in northern Ohio and Pennsylvania —a service unsurpassed by any other Cleveland station. Not only is its coverage extended but WNBK's signal in downtown Cleveland is 15 times stronger than before. You'll want to know more about WNBK's coverage pattern and the details of its extended service. For an up-to-date coverage map and data sheet, drop a note to NBC Television Spot Sales, 30 Rockefeller Plaza, New York 20, N.Y. or your nearest NBC Television Spot Sales office.

NBC
a service of Radio Corporation of America

WNBK *new channel* **3**
IN CLEVELAND

*Nielsen, Nov. 1953
Adjusted RTMA, March 1, 1954

RUSS MORGAN DISK JOCKEY

"HIS IQ"

Russ is master of the trombone, piano and organ . . . he has a mighty pleasant, easy-going singing style. As an MC, he's witty, cheerful, and down-to-earth. He likes people — and shows it. His genius for arranging stems from a solid and diversified background. At the age of 21, he was arranging for John Philip Sousa and Victor Herbert. Two years later Russ organized, arranged for and fronted the great Jean Goldkette Band with Bix Beiderbecke, Tommy and Jimmy Dorsey, Joe Venuti, "Itzy" Riskin, Eddie Lang, Chauncey Morehouse, "Fuzzy" Farrar and other stars. At the same time he was scoring "long hair" music for the Detroit Symphony Orchestra. Musicians acclaim Russ Morgan as one of the outstanding arrangers in the business.

The total number of Russ Morgan records sold by Decca reaches an astronomical figure. Four of his recordings have sold well over a million copies each. He is one of ASCAP's most prolific writers of successful tunes. To mention only a few: Somebody Else Is Taking My Place . . . So Tired . . . Does Your Heart Beat For Me . . . Homespun . . . You're Nobody Till Somebody Loves You . . . and The Four Aces' **current smash hit recording,** "So Long."

The above qualifications make Russ Morgan outstanding for his new job — the disk jockey.

RUSS MORGAN
DISK JOCKEY

"The Old Coal Miner" has been drafted!

In a recent poll among agency and station men, Russ Morgan was voted "the personality best qualified for a recorded disk jockey show". Russ won, hands down, over 12 leading names.

The format of this new program is designed to provide advertisers with a disk jockey show with mass appeal, above and beyond the limitations of the average local station. Nobody — but nobody — is better equipped for the job than Russ — the guy's got everything.

The show covers every type of popular musical entertainment, *via commercial phonograph records and transcriptions,* interspersed with stories, gags and good clean fun "in the Morgan manner".

The Russ Morgan Disk Jockey Show will start August 2— 30 minutes, 5 days each week . . . it is one of five (5) NEW Langworth feature programs for 1954.

LANG-WORTH FEATURE PROGRAMS, Inc.

113 WEST 57th ST., NEW YORK 19, N. Y.

CALIFORNIA OFFICE: HUGH S. ALLEN JR., MGR.
21 GRAND VIEW AVE., SAN FRANCISCO, CALIFORNIA

CANADIAN OFFICE: S. W. CALDWELL, LTD.
447 JARVIS ST., TORONTO, ONTARIO

Evening Sun has 179,000 circulation out of 381,000 dwelling units in the city zone. He added that 72% of autos have radios, with 93% of new cars having sets installed.

A Washington test in which department stores will use radio exclusively for a limited period is planned in May, Mr. Embry said.

Mr. Sanger, described as the founder of specialized programming in 1936, recalled the slow progress made by WQXR, successor to the experimental W2XR, in building an audience for good music. This program service limited the types of products that could be advertised, he said, with no singing commercials accepted. The present WQXR audience is 40% fm, according to Mr. Sanger. He claimed 20% of New York homes tune regularly to good music broadcasts.

William Coyle of the *Washington Evening Star* (WMAL-AM-TV), club president, presented BAB plaques to WGAY Silver Spring, Md., and Tom's Auto Service, and to WWDC Washington and Peoples Drug Stores. Mr. Rogers set the pace for the radio presentation by saying, "Everywhere you go there's radio," pulling an operating pocket-size receiver out of a high hat and holding it to the microphone.

NRDGA SETS AGENDA FOR D. C. WORKSHOP

Altoona Broadcaster - Retailer George Gable to preside at May 10 television session.

GEORGE P. GABLE, president, Gable Broadcasting Co. (WFBG, WFBG-TV Altoona) and William F. Gable Co. (department store), will preside at a session on "How to Make Tv Sell for Your Store" to be held May 10 at the Hotel Sheraton Park in Washington. Session will be part of a three-day sales promotion conference and workshop staged by the National Retail Dry Goods Assn. with the cooperation of NARTB, Washington Advertising Club, Washington Sales Executives Club, Washington Merchants and Manufacturers Assn., Newspaper Advertising Executives Assn., and Bureau of Advertising, ANPA.

MR. GABLE

Choice of Mr. Gable as chairman of the retail tv session stems from his dual membership in NARTB and NRDGA, said to be unique. Sam Cuff, tv consultant, will report on the use of tv by retailers, citing actual case histories, and Howard H. Bell, assistant to the NARTB vice president for television, will head an NARTB team to discuss the topic.

Opening May 9 (Sunday) with a reception, the meeting will hold its first business session Monday morning, with "What's Wrong With Retail Sales Promotion" as the topic. Speakers will be Wade G. McCargo, president, H. V. Baldwin Co., Richmond; Arthur (Red) Motley, president, Parade Publications; Lucille Goold, vice president, Hewitt, Ogilvy, Benson & Mather. James Rotto, assistant vice president, The Hecht Co., Washington, will serve as chairman, and Arthur M. See, sales promotion manager, Saks 34th St., New York, will summarize.

Following the tv session in the afternoon, William J. McLaughlin, sales promotion manager, McCurdy & Co., Rochester, will preside at a panel session on "Promotion That Rang the Cash Register."

Tuesday morning (May 11) will feature a session on promotion of branch and suburban stores, with James W. Hardy, advertising manager, Woodward & Lothrop, Washington, as chairman. Perry H. Myers, director of research, Allied stores; Harold Gilbert, sales promotion manager, Lit Brothers, Philadelphia, and Carl Bleiberg, publicity manager, L. Bamberger & Co., Newark, will speak.

Sinclair Weeks, Secretary of Commerce, and Bernard F. Gimbel, chairman of the board, Gimbel Brothers, will address the Tuesday luncheon. Final session, that afternoon, on "How to Get the Most Out of Your Advertising," will have Mr. See as chairman and Donald Bernard, advertising manager, the *Washington Post* and *Times Herald*, as co-chairman. Charlotte Montgomery, *Tide* magazine, and Edward Ward, Palm Beach Clothes, will speak.

NEWS PANEL participants at recent meeting of the Pennsylvania-Delaware AP Radio Assn. included (l to r): James Nellany, WNAR Norristown, Pa.; Thomas B. Price, WBVP Beaver Falls, Pa.; William Graham, WAZL Hazleton, Pa.; Ron Stephenson, WJAC Johnstown, Pa., and Charles Shaw, WCAU Philadelphia.

Big Ten Tv Committee To Scan NCAA Grid Plan

NCAA's controversial controlled football tv plan was scheduled to be reviewed by members of the Big Ten's Tv Committee at a one-day session in Chicago last Saturday.

The Western Conference committee, under Ted Payseur, Northwestern U., was expected to discuss the NCAA plan at length and determine what course of action, if any, the Big Ten would take in view of its adoption by association members. It has branded the NCAA plan as full of "inadequacies."

It was deemed probable the conference will mull the possibility, as it has in the past, of action by state legislatures, particularly where state universities are involved. Such pressure has been brought in the past against such schools as Illinois, Michigan, Ohio State and Minnesota, with legislators seeking telecasts of their games.

While there has been speculation that the Big Ten might break with NCAA on the football problem, the possibility is regarded as moot by most conference representatives. The Big Ten sought a regional control plan and reportedly was approached by at least one prospective sponsor.

It's believed all conference members voted against the NCAA national blueprint in the referendum vote at the urging of the Big Ten Tv Committee. They accounted for probably 10 out of 26 "no" votes. The plan was adopted 184-26.

Neither Kenneth (Tug) Wilson, Big Ten commissioner, nor any official has gone on record on the possibility of the Big Ten bolting the NCAA. The committee was scheduled to meet in the Big Ten's Chicago office.

Morgan Named to Head Pa.-Del. AP Radio Assn.

ROY E. MORGAN, WILK Wilkes-Barre, Pa., has been elected president of the Pennsylvania-Delaware AP Radio Assn., succeeding Frank R. Smith, of WBVP Beaver Falls, Pa. Cecil Woodland, WQAN Scranton, was elected vice president. Joseph Snyder, Pa.-Del. AP bureau chief, was elected secretary-treasurer.

MR. MORGAN

Named to the executive committee were Ed Darlington, WCNR Bloomsburg, Pa.; J. M. Cleary, WESB Bradford, Pa.; Tom Price, WBVP Beaver Falls, Pa.; Charles Shaw, WCAU Philadelphia; William Banks, WHAT Philadelphia; Irving A. Berndt, WRAK Williamsport and Paul Breining, AP field representative.

John L. McClay, assistant manager of WCAU-TV Philadelphia, subbing for WCAU-TV Vice President Charles Vanda, told a news panel forum he did not believe tv news will replace printed or radio news, or vice versa. He contended tv must develop "qualified purveyors of opinion" but warned the development must be undertaken with "extreme care."

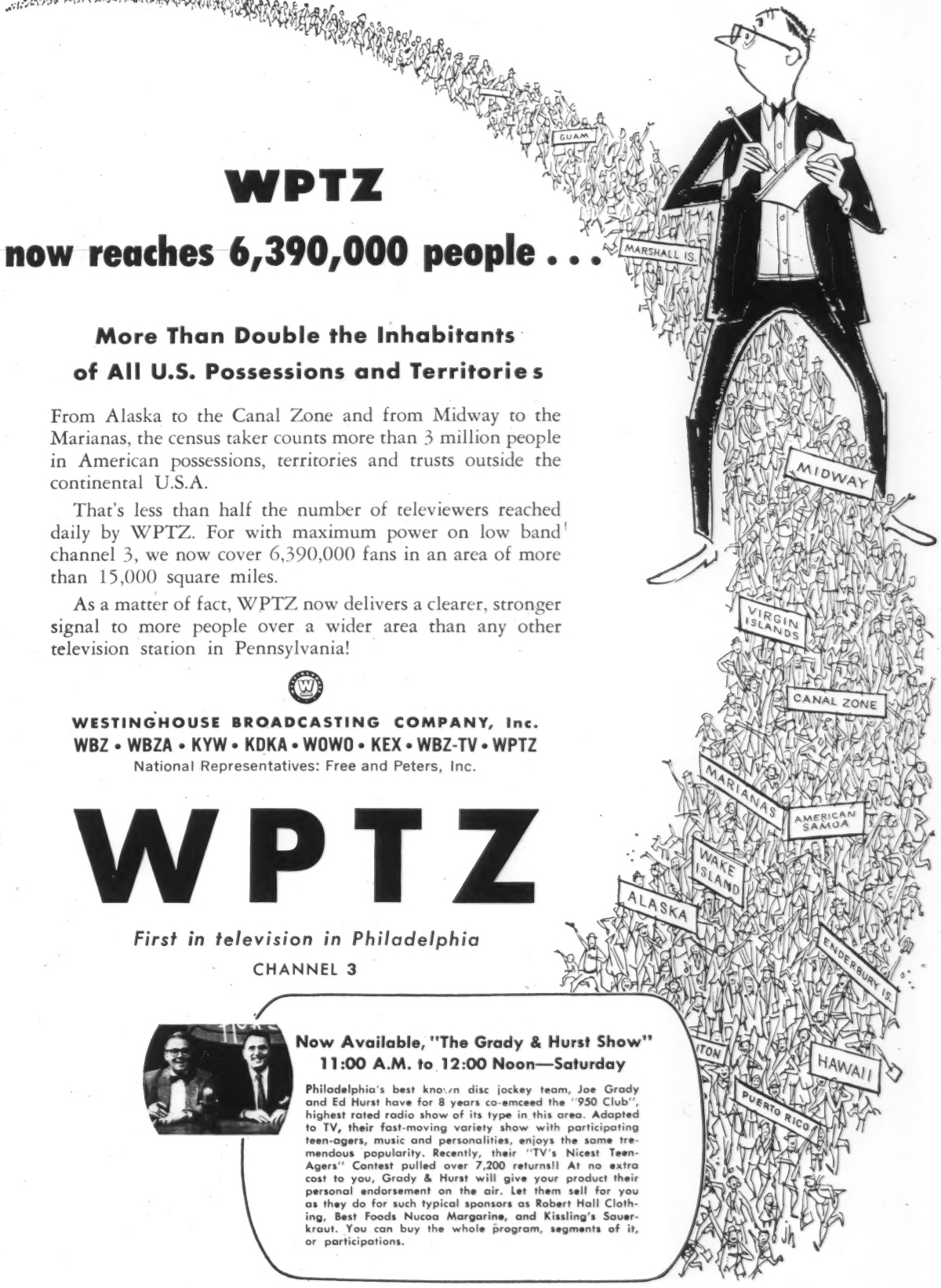
Awards presented at the April 14 meeting were: news, WCAU Philadelphia (large stations) and WCMB Harrisburg (small stations); farm news, KDKA Pittsburgh and WCMB Harrisburg; sports, WKBI St. Marys, Pa.; women's news, WESB Bradford, Pa.; commentary, WILK Wilkes-Barre, Pa.

Honorable mention went to WQAN Scranton and WILK for news; WAZL Hazleton, for sports; WCMB Harrisburg, for women's news, and WCNR Bloomsburg, Pa., for commentary.

50th Annual AFA Convention Slated June 20-23 in Boston

ADVERTISING Federation of America will hold its 50th annual convention in Boston June 20-23. Edward C. Donnelly Jr., president of John Donnelly & Sons and of Boston Advertising Club, is general chairman, and Paul F. Clark, president, John Hancock Mutual Life Insurance Co., is serving as honorary chairman.

Speakers at the general session on June 21 will be John P. Cunningham, president, Cunningham & Walsh C. L. Whittier, recently retired as vice president of Young & Rubicam; Benson Ford, vice president, Ford Motor Co., and Alex Lewyt, president, Lewyt Corp. A session on "Color: A Revolution in Marketing" is scheduled for June 22d,



WPTZ

now reaches 6,390,000 people . . .

More Than Double the Inhabitants of All U.S. Possessions and Territories

From Alaska to the Canal Zone and from Midway to the Marianas, the census taker counts more than 3 million people in American possessions, territories and trusts outside the continental U.S.A.

That's less than half the number of televiewers reached daily by WPTZ. For with maximum power on low band channel 3, we now cover 6,390,000 fans in an area of more than 15,000 square miles.

As a matter of fact, WPTZ now delivers a clearer, stronger signal to more people over a wider area than any other television station in Pennsylvania!

WESTINGHOUSE BROADCASTING COMPANY, Inc.
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ
National Representatives: Free and Peters, Inc.

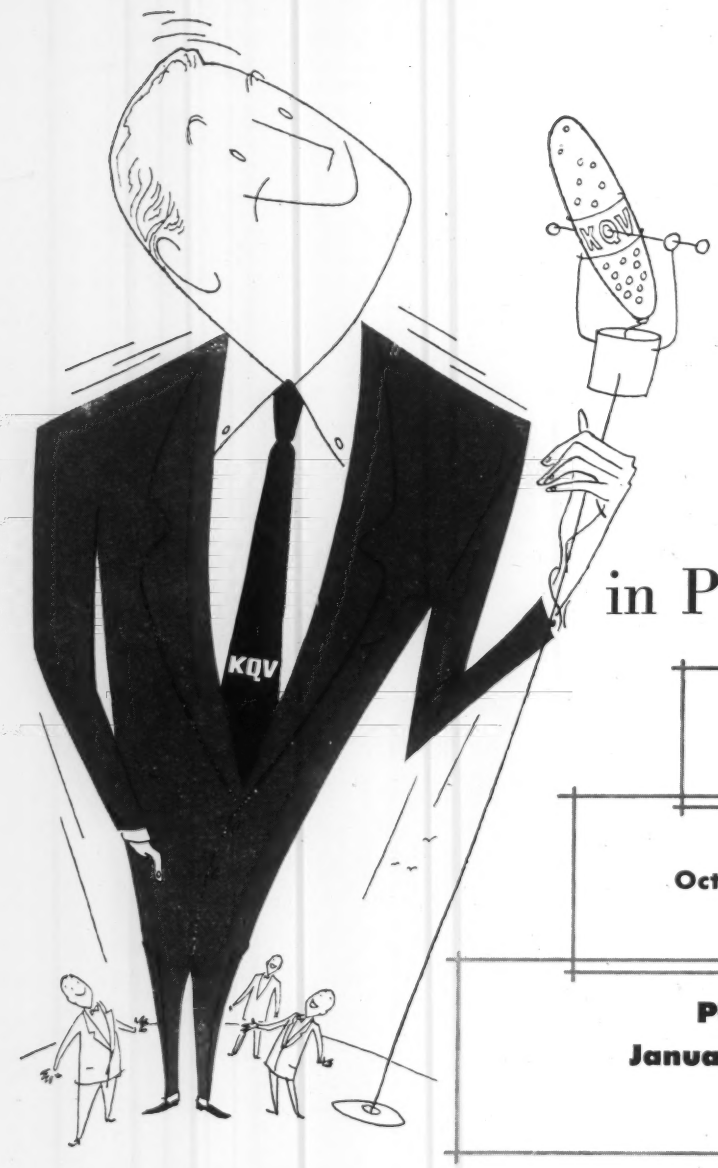
WPTZ

First in television in Philadelphia

CHANNEL 3

Now Available, "The Grady & Hurst Show"
11:00 A.M. to 12:00 Noon—Saturday

Philadelphia's best known disc jockey team, Joe Grady and Ed Hurst have for 8 years co-emceed the "950 Club", highest rated radio show of its type in this area. Adapted to TV, their fast-moving variety show with participating teen-agers, music and personalities, enjoys the same tremendous popularity. Recently, their "TV's Nicest Teen-Agers" Contest pulled over 7,200 returns!! At no extra cost to you, Grady & Hurst will give your product their personal endorsement on the air. Let them sell for you as they do for such typical sponsors as Robert Hall Clothing, Best Foods Nucoa Margarine, and Kissling's Sauerkraut. You can buy the whole program, segments of it, or participations.



Can't Stop Growing

in Program "Firsts"

PULSE RATINGS
August—September, 1953
125

PULSE RATINGS
October—November, 1953
143

PULSE RATINGS
January—February, 1954
148

We've scored a new, record-breaking high! Month after month, KQV has led all other Pittsburgh stations in program "firsts". Despite the fact that we already had a two-to-one lead over our nearest competitor, we've managed to climb even higher—and top our own record-breaking totals. But that's not all. Six out of the first ten top nighttime shows reached Pittsburgh through KQV. And KQV led the daytime field with eight out of the first ten top-rated shows as well. It all adds up to one simple fact: If you want to sell the dynamic Pittsburgh market most economically, your best radio buy is Pittsburgh's dynamic pace-setter—KQV.

Total ¼ hours measured—330, Monday through Friday

Our new National Rep is ready to serve you!

KQV
CBS Radio IN PITTSBURGH

W&D-5161

National Rep: PAUL H. RAYMER Co. New York • Chicago • Detroit • San Francisco • Hollywood • Atlanta • Dallas

NAFBRAT Hears Churchman Praise Commercial Video

West Coast churchman and KTTV (TV) Los Angeles narrator, Clifton Moore, says commercial tv offers an answer to education by television.

SO LONG as American tv is free, it will be highly competitive, and so long as it is competitive, it will be receptive to new ideas, the Rev. Clifton Moore, director of the Tv-Radio Church Federation of Los Angeles and narrator of the KTTV (TV) Hollywood *Churches of the Golden West* program, told guests at the National Assn. for Better Radio and Television at its fifth anniversary dinner Wednesday night.

Dr. Moore, during a panel discussion, told NAFBRAT the answer to the "immense possibilities of educational tv" lies in commercial tv. He praised cooperation and efforts of station and network executives in presenting educational and religious programs and said noncommercial video, which he witnessed in Europe last summer, had very small audiences and was not the answer to better programming.

THE 1953 award of the National Assn. for Better Radio and Television for consistently good programming in the public interest is presented to Joyce C. Hall (c) president of Hallmark Cards Inc. *(Hallmark Hall of Fame* on CBS Radio and NBC-TV), by Dr. Lee de Forest (r) [B•T, March 15]. At left, Mrs. Clara Logan, NAFBRAT president.

"It is up to us to think up new ideas and present them to the stations," Dr. Moore said. "The answer is not merely to ridicule and lampoon poor programming," he added, but to take the NAFBRAT approach of listing suitable programs and commending outstanding ones.

An opposing view on the role of commercial tv was taken by William Mooring, radio-tv editor, *The Tidings,* Los Angeles Catholic newspaper. "The networks may use free time as a sop to their consciences to rub out in a half-hour the deep stain of their other programming," he stated.

"I'm not afraid of the word 'censorship'," Mr. Mooring told NAFBRAT members. "We should have a realistic code based on the Ten Commandments," he added. While he was aware of the NARTB Code, he believes some agency, with power to inflict penalties, must be established to enforce it.

Mr. Mooring declared much religious programming lacks force because it is insufficiently dramatized. This probably stems from religious leaders' fear to attempt to proselytize their audiences, he said. On the contrary, they have not only the right, but the duty to propagate their faiths, he declared.

Dr. Moore and Mr. Mooring suggested different methods for the public to make its displeasure over a program known. Dr. Moore told NAFBRAT members to write the station, the sponsor or the agency responsible. Mr. Mooring stated, "If you don't get better programs, don't buy the sponsor's product."

Lt. Virgil Hartgrove, Los Angeles police juvenile detail, stated juvenile delinquency was caused by many factors, of which radio and tv were only one. "Those already susceptable might receive a 'last push' from some programs," he said, but their behavior patterns were already set.

The radio and video industries can contribute much to prevent juvenile delinquency by eliminating programs glamorizing crime, broken homes and drinking, he said. "Criminals ordinarily don't live in splendor," he said.

Radio, Tv, Newsreels Merit Equal Access, Lawyer Avers

RADIO, tv and newsreels are entitled to "equal rights" with newspapers in covering courtroom proceedings, Edwin M. Otterbourg, president, New York County Lawyers Assn., said Wednesday at a meeting of the Radio-Newsreel-Television Working Press Assn. of New York.

However, Mr. Otterbourg pointed out, before the courts grant these equal rights, the broadcasters and newsreel people will have to convince the authorities that these media are now able to enter the courtroom without disturbing either the due processes of law or the dignity of the court. He suggested an approach to the U. S. Supreme Court, asking for the right to cover its workings with microphone and camera on the grounds that technical advances have now eliminated the factors involved that led the court to rule against these media originally.

Screened at the meeting were a sound film of the cross examination of Bruno Richard Hauptman during the Lindbergh kidnap trial, a sound film made by WKY-TV Oklahoma City during a murder trial there and a tape recording made in a local courtroom by WSLS Roanoke.

NARTB Sets Dates to Move Gear to Convention Site

SCHEDULE of moving dates for equipment firms exhibiting millions of dollars worth of broadcast gear at the NARTB annual convention in Chicago May 23-27 was announced Friday by Arthur C. Stringer, NARTB exhibit manager.

Over a quarter-million pounds of apparatus will be displayed in the Palmer House Exposition Hall, fourth floor, Mr. Stringer said. RCA, one of the largest exhibitors, will move its transmitters and other equipment into the hotel May 9 for storage, starting the advance moving. Federal Telecommunication Labs., General Precision Labs and Philco will move in May 10; General Electric Co. and Standard Electronics, May 11; Century Lighting, Collins Radio Co. and Allen B. DuMont Labs, May 12; Andrew Corp., Caterpillar Tractor, Continental Electronics Mfg. Co. and Raytheon Mfg. Co., May 13.

Regular move-in day for heavy equipment will be May 21, when the hall becomes available. Those putting equipment in the hotel that day include Ampex Corp., Gates Radio Co., Houston-Fearless, Tel-Instrument Co., Kliegel Bros. and Bell System.

Daytimers' Chicago Meet To Expand Governing Board

GOVERNING board of Daytime Broadcasters Assn., representing joint interests of daytime stations, will be expanded at a meeting to be held May 24 at the Palmer House, Chicago, during NARTB convention week.

The DBA board will be expanded to include at least one director from each of the 17 NARTB districts. In districts with more than 24 daytime outlets, two directors will be elected.

The present DBA board has approved action on the daytime proposal that operating hours the year round start at 5 a.m. and conclude no earlier than 7 p.m. A petition will be filed with the FCC in Docket 8333, daytime skywave rule-making case. DBA will contend proposed daytime skywave rules would be designed to protect clear-channel stations and curtail the service of the limited time outlets.

At the May meeting in Chicago DBA will elect a slate of new officers. Present officers are Kenneth Patterson, WSIV Pekin, Ill., president, and Ray Livesay, WHOW Clinton, Ill., secretary-treasurer. Harry Daly is Washington legal consultant.

The Carolinas Daytime Assn., affiliated with DBA, will hold a breakfast conference Wednesday at the Mayflower Hotel, Washington, with members of the states' Congressional delegations as guests.

Fellows Tells Texan About Market Expansion

TEXAS is big now, NARTB President Harold E. Fellows conceded Friday in an address to the Texas Assn. of Broadcasters, but "if its rate of growth relates to the national expansion, there will be over 1½ million more people [in Texas] at the end of this decade."

Speaking at the association meeting held in the Adolphus Hotel, Dallas, Mr. Fellows said Texas now represents about 5.3% of the nation's population. "The 1½ million increase represents a market as big as Dallas and Fort Worth combined," he added, and means a greater radio-tv audience as well as more advertising.

Quoting figures from the CBS Radio booklet, "The American Market, 1938-1953," he said the market in this country today has nearly doubled since 1938. "Never has the future been brighter for the American broadcasting industry," he said.

Carolina Broadcasters Plan Joint Convention

CO-CHAIRMEN representing North and South Carolina Broadcasters Assns. will conduct the first joint meeting of the two groups, to be held July 1-2 at Ocean Forest Hotel, Myrtle Beach, S. C. They are William S. Page, WFTC Kinston, N. C., and Thomas F. Daisley, WIS-TV Columbia, S. C.

Plans for the meeting are being drawn up by a joint committee which comprises James MacNeil, WTSB Lumberton, president, and J. T. Snowden Jr., WCPS Tarboro, N. C., secretary-treasurer of the North Carolina group; Beverly M. Middleton, WHKP Hendersonville, N. C.; Cecil B. Hoskins, WWNC Asheville, N. C.; T. H. Patterson, WRRF Washington, N. C.; Jack S. Younts, WEEB Southern Pines, N. C.; Mr. Page; T. Douglas Youngblood, WFIG Sumter, S. C., and Mr. Daisley.

UHF GROUP FORMED TO PLAN SENATE HEARING STRATEGY

Harold Thoms of WISE-TV Asheville is temporary chairman of the new 26-member Uhf Industry Coordinating Committee which is planning strategy for appearances before the Senate Commerce Subcommittee on Communications.

Full text of Committee report page 80

FORMATION of a "Uhf Industry Coordinating Committee" to set the strategy for uhf broadcasters' appearances before the Senate Commerce Subcommittee on Communications hearings on uhf television, beginning May 4, was announced last week.

The Coordinating Committee is headed by Harold Thoms, WISE-TV Asheville, N. C., as temporary chairman, and counts 26 uhf station executives as present members.

MR. THOMS

It is seeking to represent all uhf broadcasters in formulating a unified presentation to the Senate committee. It already includes UHF Tv Assn. members and executives.

A memorandum of discussions of uhf problems at meetings held in Charlotte, N. C., and Washington also released last week indicated that uhf broadcasters intend to ask Senator Charles E. Potter's committee to:

- Order a revision of the tv allocations table to eliminate the intermixture of vhf and uhf channels in the same markets, and
- Freeze all further tv grants and facilities changes until the uhf picture is clarified.

In its April 20 letter to all uhf broadcasters, the newly formed coordinating committee made the point that the uhf position should be presented by the entire uhf broadcasting industry as a united effort.

It stressed that this approach does not preclude separate groups working together toward a common goal.

The letter, over the signature of Mr. Thoms, reported that Benedict P. Cottone, former FCC general counsel, and associated with former Senator Scott Lucas (D-Ill.) in the Washington law firm of Lucas & Thomas, had been retained as counsel for the Committee.

It also said engineering counsel was being sought.

Suggestions Requested

It asked uhf broadcasters to join the committee, to support the course of action enunciated in the memorandum, and to send comments, criticisms and suggestions to Mr. Cottone.

It asked for information on whether uhf operators and grantees were planning to appear personally before the Senate committee. It also asked for all information relating to transmitter problems, receiver conversions, relations with networks, representatives, dealers, and competitive practices of vhf stations.

No broadcaster will be asked to contribute more than $50, the letter said.

A general meeting of the Uhf Industry Coordinating Committee will be held in Washington before the Congressional hearings begin, the letter said.

In essence, the Committee's memorandum emphasizes the point that without uhf television there can be no "truly nationwide competitive television system."

The ability of uhf stations to achieve equality of competitive opportunity with vhf stations was greatly overestimated, the Committee said.

There are three basic factors involved in uhf's problem, the Committee indicated.

These are:

(1) Lack of high powered transmitters to give uhf stations the 1,000 kw effective radiated power which theoretically should give them equality of coverage with vhf stations.

(2) Lack of low cost and acceptable converters and the continued manufacture of vhf-only receivers. Also, the failure of manufacturers to produce a satisfactory all-wave receiver.

(3) Networks' failure to affiliate with more uhf stations and their continued affiliation with vhf stations—even though they may have to share affiliation with other, competing networks. Also, the inability of uhf stations to secure live network programs, even though the vhf affiliate cannot carry the program except on a delayed basis.

(4) Exploitation of uhf's problems by competitive vhf stations which has a cumulative effect on viewers and advertisers.

(5) Difficulties in getting adequate credit terms from normal banking sources for the purchase of equipment because of the risks involved.

(6) The quickened pace of vhf grants, through mergers and immediate grants. This upsets all calculations which were based on the prospect that vhf competition in mixed markets would be years away since most of the vhf channels were involved in hearings.

Since the Coordinating Committee includes some executives and members of the UHF Tv Assn., it appears that it may truly represent a united uhf front.

The UHF Tv Assn., however, has scheduled a membership meeting in Washington's Mayflower Hotel for May 3. Lou Poller, WCAN-TV Milwaukee, president of the organization, said last week. New officers will be elected at that time, he announced. Mr. Poller is a member of the Coordinating Committee.

Also Calls Meeting

The only other group that is in the making is being proselytized by Leon Green, KNUZ-TV Houston, Tex. Mr. Green told B•T two weeks ago that he intended calling a mass meeting of uhf broadcasters in the Statler Hotel May 2 and 3 [B•T, April 19].

Members of the Uhf Industry Coordinating Committee, as announced by the organization last week, are:

Haygood S. Bowden, WACA-TV Camden, S. C.; Tom Richards, WACA-TV Camden, S. C.; John Doley, WACH-TV Newport News, Va.; H. A. Seville, WACH-TV Newport News, Va.; Wilton E. Hall, WAIM-TV Anderson, S. C.; James Posten, WAYS-TV Charlotte, N. C.; Gary L. Cohen, WBUF-TV Buffalo, N. Y.; John Pomeroy, WILS-TV Lansing, Mich.; Harold H. Thoms, WISE-TV Asheville, N. C.; Robert L. Heald, WITV (TV) Fort Lauderdale, Fla.; Joe L. Smith Jr., WKNA-TV Charleston, W. Va.; Earl Welde, WNAO-TV

UHF PEOPLE, GE'S BAKER, OTHERS SLATED TO APPEAR

THE SENATE Communications Subcommittee was busily preparing its agenda last week for the May 4-6 hearing on uhf and the tv multiple ownership question.

At least two uhf permittees who have ceased operations are scheduled to testify. They are Ronald B. Woodyard, WIFE (TV) Dayton, and William Johns, WOSH-TV Oshkosh, Wis.

Other uhf operators tentively on the subcommittee list are Lou Poller, WCAN-TV Milwaukee, who may testify for himself or for the Uhf Assn. he heads (or possibly for both); William Putnam, WWLP (TV) Springfield, Mass.; Harry Tenenbaum, WTVI (TV) Belleville, Ill. (St. Louis) and Elfred Beck, KCEB (TV) Tulsa.

DR. BAKER

MR. TENENBAUM

Informing the subcommittee of their interest in the hearing and possibly planning to appear before the Senate group are uhf operators David F. Milligan, WFAM-TV Lafayette, Ind., and Leon Green, KNUZ-TV Houston (who has been attempting to forge a separate group of uhf people).

Also indicating to the subcommittee it plans to appear is the Storer Broadcasting Co. It is expected the Storer stations if not represented by George B. Storer, president of SBC, will send John McCoy, secretary, before the subcommittee.

Of the uhf manufacturers, General Electric and RCA have indicated to the subcommittee that they plan to testify. GE electronics vice president, Dr. W. R. G. Baker, will appear along with his assistants. There is no confirmation as to the RCA spokesman.

Glen McDaniel, president of Radio-Electronics-Tv Mfrs. Assn., will testify before the subcommittee.

All four tv networks definitely will be represented at the hearing, it was disclosed last week. Actual names are not yet revealed.

The network are concerned with both uhf and the multiple ownership question. Sen. Edwin C. Johnson (D-Colo.), who plans to be present at the hearing although not a member of the subcommittee, is the author of a bill on common ownership (S 3095). That measure would count two uhf stations as the equivalent of a single vhf station in determining common ownership with the limit to be 5 vhf or 10 uhf [B•T, March 15].

The National Citizens Committee for Educational Tv also plans to have a representative at the hearing. Robert R. Mullen, executive director, will be present and is expecting to testify.

It was reported that NARTB has the question of whether to send a spokesman before the subcommittee under study. No decision has been made as yet.

While this unofficial compilation was made last week on a tentative basis, subcommittee sources said they believed a full witness list may be forthcoming this week.

Hyde Acting Chairman

PENDING appointment by President Eisenhower of the chairman of FCC, the Commission met in special session last Monday and designated Comr. Rosel H. Hyde as acting chairman pursuant to Sec. 5(a) of the Communications Act.

Comr. Hyde, whose one-year appointment as chairman expired April 18, has been expected to be reappointed by the President momentarily, although there were reports that Comr. John C. Doerfer might be named instead, or that Comr. Doerfer might be transferred to some other government agency and an unnamed person nominated to succeed him at FCC and to assume the chairmanship [B•T, April 19]. Strongest indications, however, favored Comr. Hyde in view of his extensive support and record as a career official of the Commission.

Monday's action was taken by Comrs. Robert E. Lee, Robert T. Bartley, Frieda B. Hennock, Doerfer and Hyde. Comr. George E. Sterling was in Maine. Comr. E. M. Webster is on the West Coast for a meeting of Radio Technical Commission for Marine Services at San Francisco.

Sec. 5(a) of the Act provides:

. . . In the case of a vacancy in the office of the chairman of the Commission, or the absence or inability of the chairman to serve, the Commission may temporarily designate one of its members to act as chairman until the cause or circumstances requiring such designation shall have been eliminated or corrected.

Raleigh, N. C.; Harold C. Arcaro, WNET (TV) Providence, R. I.

Sherwin Grossman, WBUF-TV Buffalo, N. Y.; Lou Poller, WCAN-TV Milwaukee, Wis.; Gil Hutchison, WCOG-TV Greensboro, N. C.; Charlie Pittman, WCOS-TV Columbia, S. C.; Allen M. Woodall, WDAK-TV Columbus, Ga.; L. W. Allen, WFLB-TV Fayetteville, N. C.; Ben K. McKinnon, WGVL-TV Greenville, S. C.; Ellsworth Hall, WNEX-TV Macon, Ga.; Walter Reade Jr., WRTV (TV) Asbury Park, N. J.; Louis J. Appell Jr., WSBA-TV York, Pa.; Frank Lyman Jr., WTAO-TV Boston, Mass.; John G. Johnson, WTOB-TV Winston-Salem, N. C.; Harry Tenenbaum, WTVI (TV) St. Louis (Belleville).

Airspace Units to Vote On All Tall Tower Plans

REGIONAL Airspace subcommittees were instructed to tighten up their procedures on clearing tall radio and tv towers last week when the Washington Airspace Subcommittee resolved an Air Force proposal that all applications for tv towers taller than 500 ft. above ground be submitted directly to the central committee in Washington [B•T, Feb. 22, 8].

The Air Force withdrew its proposal, and at the same time the Washington committee ruled that all regional committees must secure a positive vote on requests for tower clearances. Heretofore, when a regional subcommittee received a broadcast tower application, it would send a notice to all Government agency and military services members asking for comment. If none was forthcoming in 30 days, this was taken to indicate that there was no objection.

Now, all members of regional committees will be required to vote one way or the other on all such requests.

The Air Force's unhappiness with the current procedure stemmed from regional approval of a tower for WBAM Montgomery, Ala. Following regional clearance and FCC approval, the station built the tower.

The Air Force proposal was protested by NARTB, and FCC and CAA members of the Washington committee.

ANOTHER SPACE PROBLEM SOLVED

..with an EMSCO...

.....self supporting

.....TV tower.....

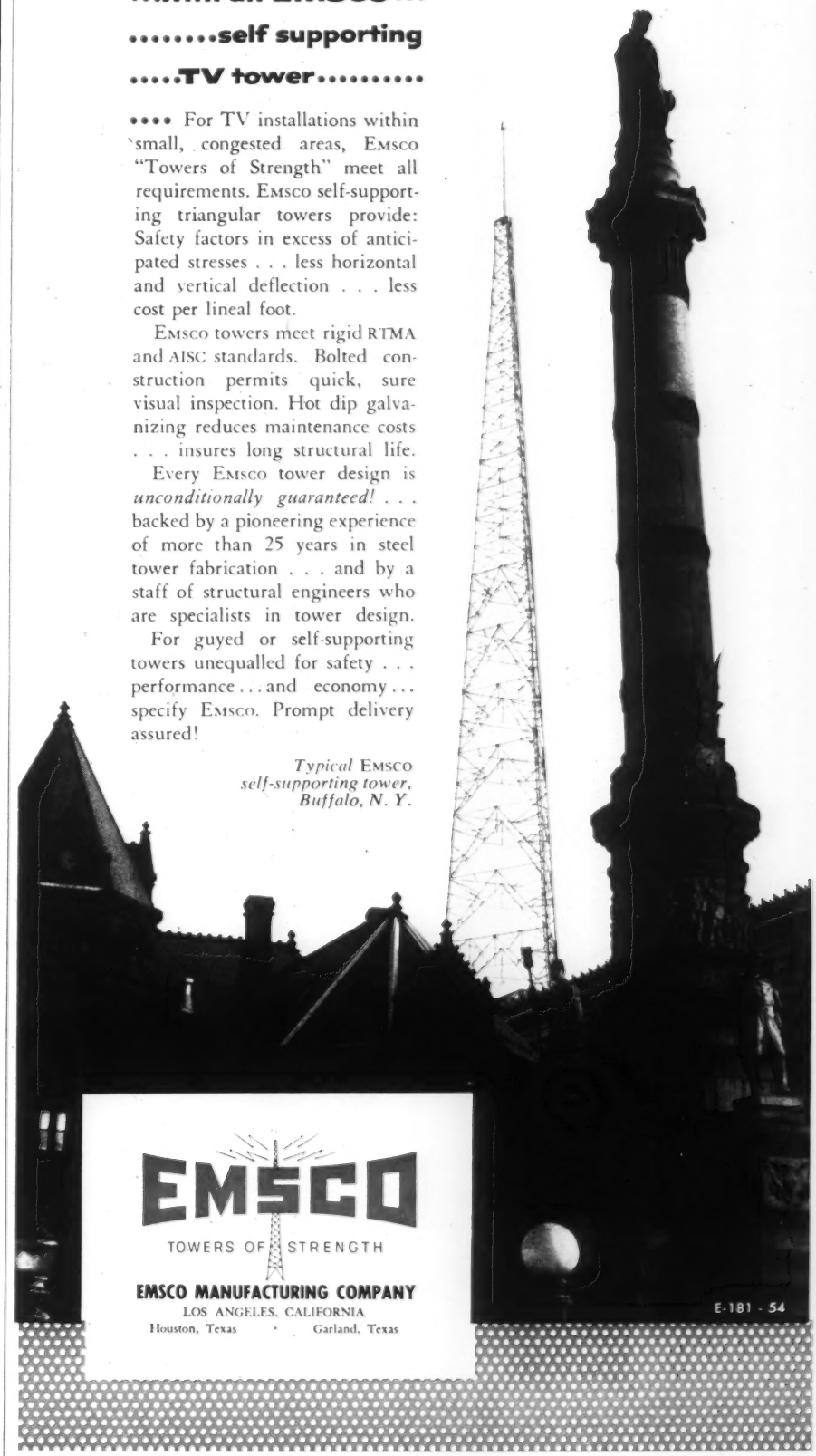
.... For TV installations within small, congested areas, Emsco "Towers of Strength" meet all requirements. Emsco self-supporting triangular towers provide: Safety factors in excess of anticipated stresses . . . less horizontal and vertical deflection . . . less cost per lineal foot.

Emsco towers meet rigid RTMA and AISC standards. Bolted construction permits quick, sure visual inspection. Hot dip galvanizing reduces maintenance costs . . . insures long structural life.

Every Emsco tower design is *unconditionally guaranteed!* . . . backed by a pioneering experience of more than 25 years in steel tower fabrication . . . and by a staff of structural engineers who are specialists in tower design.

For guyed or self-supporting towers unequalled for safety . . . performance . . . and economy . . . specify Emsco. Prompt delivery assured!

Typical Emsco *self-supporting tower, Buffalo, N. Y.*



KING-TV is Seattle's favorite television station— "morning, noon and night" —according to the latest Monday through Friday Telepulse, for March, 1954.

Morning until noon

KING-TV	52%
Second Network Station	34%
Third Network Station (Tacoma)	14%
Independent Station	0%

Noon until 6 p.m.

KING-TV	49%
Second Network Station	24%
Third Network Station (Tacoma)	24%
Independent Station	3%

6 p.m. until 12 midnight

KING-TV	41%
Second Network Station	31%
Third Network Station (Tacoma)	25%
Independent Station	3%

P.S. January ARB and February HOOPER show KING-TV on top, too! Anyway you look at it KING is first in the Pacific Northwest.

BLAIR TV INC

Channel 5 ABC 100,000 Watts

LICENSE FEE PLAN SUSPENDED BY FCC

Commission acts in accord with wishes of Senate Commerce Committee pending study.

FCC is suspending its licensing fee procedure in accordance with the Senate Interstate & Foreign Commerce Committee wishes that the agencies under the congressional group's jurisdiction hold off setting up standards in imposing charges for licenses.

Committee Chairman John W. Bricker (R-Ohio) disclosed FCC's decision Friday.

FCC in its notice to the committee that it was suspending the procedure did not specify July 1, 1955, as the date to which its postponement will carry. Federal Trade Commission and the Interstate Commerce Commission specifically set the July 1 date.

Also suspending indefinitely is the Civil Aeronautics Board. The Coast Guard said it will still report its progress on fees or charges to the Budget Bureau which had directed all the regulatory agencies Nov. 5, 1953, for an early imposition of levies on services performed. The Coast Guard, however, inclosed a copy of the committee's resolution to the Bureau.

FCC would have set up a basic charge of $325 for a license. The agency already has received comments from interested parties on the proposed schedule of fees which now will be held in abeyance.

FCC in informing the Bureau of its action asked for further clarification by the Bureau in view of the committee resolution.

Sen. Bricker said the "wholehearted cooperation with the committee's expressed wishes [in form of a resolution (B•T, April 5, March 29)] is very heartening, and just what the committee expected."

He said the committee action "does not denote hostility to the idea of assessing fees and charges." He reiterated that Congress ought to set up basic standards for each agency "to follow in imposing fair and equitable charges for licenses" and that the agencies, he was sure, "prefer to have the Congress set out expressly in the law the basic standards to follow."

North Carolina Senator Hits Clear Channel Plan

FCC last week received another strong complaint against its proposal to provide increased protection for Class 1-A clear channel stations [B•T, April 12], with Sen. Alton Lennon (D-N. C.) charging "discrimination" against daytime stations.

The Commission has answered Rep. L. H. Fountain's (D-N. C.) complaint against the protection proposal, saying it was "aware of the importance . . . of daytime-only broadcast operations" and the service rendered by the stations to the nation. The Commission also said it was cognizant of the "impact" created by any reduction in service of the daytime stations.

Sen. Lennon wrote the FCC:

I do not believe that a few clear channel stations should have protection and property rights to the exclusion of the rest of the country. I do not believe these stations can provide the local service which is being so adequately provided, as I know, in North Carolina.

It would seem a rank injustice to discriminate against these stations and their millions of listeners in favor of twenty-odd high power stations. I do not believe the Federal Communications Commission can, in the name of providing a continuation of public service, take such drastic action that would for all intents destroy economically so many of the excellent broadcasters in North Carolina and elsewhere . . .

did not think the proposal "fair or equitable, or democratic" and that it could force many daytimers into bankruptcy if forced to reduce the number of operating hours.

The Commission referred the Congressman to Paragraph 37 of its notice of further rule making on the daytime skywave case [B•T, March 15] which noted any proposals for a reduction of power or cessation of operation during transitional hours for existing daytimers would be a policy-making decision and would be deferred until the clear channel case is considered.

KOA Goes to Court With KOAT Protest

APPEAL of the FCC's denial of its protest against the grant of 860 kc with 1 kw day, 500 w night, directional antenna, to KOAT Albuquerque, N. M., last February, was filed with the U. S. Court of Appeals in Washington last week by KOA Denver.

KOA operates as a Class I-B station on 850 kc with 50 kw. The Denver station objected to the KOAT grant on the ground that the change from 1240 kc with 250 w to the 860 kc wavelength would cause interference in its service area. It asked that it be made a party to a hearing on the KOAT application, but the Commission granted the application without a hearing. The FCC also denied a Sec. 309 (c) protest by KOA on the ground that it had no standing as a party in interest.

When the Commission turned down KOA's objections and protest, it said that the new KOAT operation would not cause interference within KOA's normally protected contour. KOA claimed that its "normal" service area extended much farther than the Commission's engineering indicates and that it would lose national and regional accounts if its coverage were compressed.

In its appeal, KOA asked the court to force the FCC to give it a hearing on its protest. It also alleged that the economic injury it would suffer gives it standing as a party in interest.

Minneapolis Dropout

THE MINNEAPOLIS ch. 9 contest was reduced to two applicants last week as Twin Cities Broadcasting Corp., operator of WDGY there, petitioned FCC to dismiss its application. Still pending for ch. 9 are Independent Broadcasting Co. (WLOL) and Family Broadcasting Corp. (KEYD).

WDGY told the Commission it "has concluded not to prosecute its pending application in view of the uncertainties apparently surrounding the operation of the fourth television station in the Twin Cities market." On the air there are ch. 4 WCCO-TV, ch. 5 KSTP-TV and ch. 11 WMIN-TV and WTCN-TV (share time).

Adcrafters Hear FTC's Role

COMR. Albert A. Carretta of the Federal Trade Commission last Friday addressed the Adcraft Club of Detroit at the Hotel Statler there on "The Role of the FTC in the Advertising Field." In describing the FTC's efforts to control unfair and deceptive advertising practices, Mr. Carretta said the evolution of the U. S. economy from essentially agricultural to industrial has been, "in great part, due to the tremendous impact of advertising."

Radio KING, American Broadcasting Company affiliate in Seattle, is tops in daytime listening in the Pacific Northwest, according to the most recent Pulse, Inc. survey.

Radio KING captured 63.5% of all quarter-hour periods between 6 a.m. and 6 p.m. (Monday through Saturday), according to the Pulse Survey made in November-December, 1953

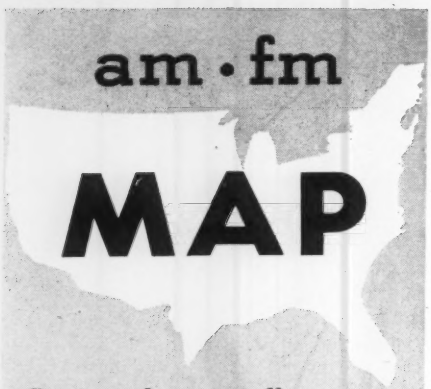
Here' the actual breakdown:

KING	63.5%
Second Station	23.9%
Third Station	19.7%
Fourth Station	4.1%

Even in Tacoma, the latest Pulse report for that city shows KING leading all Tacoma stations all day, Monday through Friday.

JOHN BLAIR & COMPANY

50,000 Watts ABC



Designed especially for productive sales planning, this 22½" x 35" map shows every am and fm station in the United States, possessions and Canada by city, county, state, territory and province. Time zones are marked; congested markets enlarged.

You'll use this outline map throughout the year for presentations . . . visualizing markets . . . charting sales territories, costs and volume. It's printed on 80 lb. durable white stock and takes ink or color like your letterhead.

Single copies, suitable for framing, $1.00.

Quantity prices:

5	copies	$ 4.50
10	"	8.50
25	"	20.00
50	"	37.50
100	"	70.00

BROADCASTING • TELECASTING
1735 DeSales Street, N. W.
Washington 6, D. C.

Please send ..... map(s) to the undersigned. I enclose $.....

BRYSON BEER AD BILL IS NOT DEAD

House Commerce Committee sets up May 19-21 hearing on anti-alcoholic beverage advertising measure. Announcement comes as drys step up their campaign in Congress.

THE "DRYS" have been pouring it on the past few weeks in a new, stepped-up campaign to throttle all alcoholic beverage advertising in interstate commerce. A primary objective is beer and wine advertising on radio and television.

The prohibitionists hope to open a path for the legislation they support via the House Interstate & Foreign Commerce Committee.

That group already has set May 19-21 for hearings on the Bryson bill (HR 1227). The measure, which advertising and broadcast people consider a threat to their business, was a perennial which its sponsor, Rep. Joseph S. Bryson (D-N. C.), introduced again last year just before his death (March 10, 1953) during the first session of the current 83d Congress.

Petitions on Increase

The newest dry campaign—the drys in the past Congresses have lost battles in committee by only the narrowest of margins—came to a head in the past month.

Evidence of the campaign as it has developed from petitioner, from lobbyist and from legislator can be traced briefly as follows:

• NARTB, which keeps a running score on the number of petitions sent by drys and others to congressmen and senators, reports an estimated 400% increase in such petitions (asking for action on the Bryson bill) in the 30 days preceding April 15 compared to the preceding two and a half months. The figures show only seven petitions being reported on the Hill between Jan. 6 and March 15 of this year, but 35 petitions between March 16 and April 15.

• A companion bill to the Bryson measure has been introduced by Sen. William Langer (R-N. D.). The bill (S 3294) also would bar alcoholic beverage advertising. It was referred to the Senate Interstate & Foreign Commerce Committee.

• A frontal attack against beer advertising on the airwaves was made earlier this month by Rep. Hamer H. Budge (R-Idaho) whose measure (HR 8744), now before the House Judiciary Committee, would make it a crime to televise any advertisement showing pictures of persons pouring, drinking or opening containers of alcoholic beverages [B•T, April 12].

Rep. Budge says he proposed his legislation because of many letters urging action on the Bryson bill.

An obvious strategy of the dry lobby is the shift from the Senate to the House this year. The last attempt by the drys to bar spirits advertising was made in the Senate when Sen. Edwin C. Johnson (D-Colo.) introduced a bill aimed specifically at liquor sponsorship on radio and television. Spokesmen for the prohibitionists made it plain they wanted the Johnson measure broadened to cover all alcoholic beverages. In a close ballot, this measure was aborted in committee. Less than four years ago, another such attempt in the Senate fell short of the mark by only one vote in committee.

Another factor pointed up by observers is that this is an election year. It is significant that the House committee announced its hearing nearly simultaneously with the introduction in the Senate of the new Langer bill.

Last week, the House was not in session. Its Easter recess (10 days) ends today (Monday). This will give the committee about three weeks to prepare for the hearing.

An informed source predicted that judging by past experience the hearing may go longer than three days.

NARTB, it was understood, is certain to have a spokesman testifying before the committee in opposition to the anti-alcoholic beverage advertising measure.

Broadcasters also can expect that the Bryson bill will be much discussed during the annual NARTB convention beginning May 23 in Chicago because of the close proximity of the hearing to the convention.

Actual wording of the sections of the Bryson bill which affect the broadcast industry follows:

Sec. 3. It shall be unlawful for any common carrier or for any private carrier for hire to transport from any State or Territory or the District of Columbia to any other State or Territory or the District of Columbia any newspaper, periodical, news reel, photographic film, or record for mechanical reproduction advertising alcoholic beverages or containing the solicitation of any order for alcoholic beverages.

Sec. 4. It shall be unlawful to broadcast by means of any radio station for which a license is required by any law of the United States, or for any person operating any such station to permit the broadcasting of any advertisement of alcoholic beverages or the solicitation of an order for alcoholic beverages.

Members of the House committee are:

Republicans—Charles A. Wolverton (N. J.), chairman; Carl Hinshaw (Calif.), Joseph P. O'Hara (Minn.), Robert Hale (Me.), James I. Dolliver (Iowa), John W. Heselton (Mass.), John B. Bennett (Mich.), Richard W. Hoffman (Ill.), John V. Beamer (Ind.), William L. Springer (Ill.), Alvin R. Bush (Pa.), Paul F. Schenck (Ohio), Joseph L. Carrigg (Pa.), Herbert B. Warburton (Del.), Steven B. Derounian (N. Y.), Thomas M. Pelly (Wash.), J. Arthur Younger (Calif.).

Democrats—Robert Crosser (Ohio), J. Percy Priest (Tenn.), Oren Harris (Ark.), Dwight L. Rogers (Fla.), Arthur G. Klein (N. Y.), William T. Granahan (Pa.), F. Ertel Carlyle (N. C.), John Bell Williams (Miss.), Peter F. Mack Jr. (Ill.), Homer Thornberry (Tex.), Louis B. Heller (N. Y.), Kenneth A. Roberts (Ala.), Morgan M. Moulder (Mo.), Harley O. Staggers (W. Va.).

Radio-Tv Industry Names On Official Lobby List

A SPRINKLING of names in the radio-tv field appears in the latest official report on registered lobbyists. The report covers the last quarter of 1953.

NARTB people listed are Harold E. Fellows, president; Oscar Elder, assistant to the vice president, Government Relations Dept.; Ralph W. Hardy, vice president, Government relations; Vincent T. Wasilewski, chief attorney; Abiah A. Church, attorney; Thad H. Brown, vice president and counsel to the Tv Board.

NBC people listed are Francis M. (Scoop) Russell and George Y. Wheeler II. Mr. Wheeler showed a total expenditure of $25. Mr. Russell reported he spent $59.25 for the fourth quarter of the year and $687.50 during the rest of the year. For CBS, Earl H. Gammons reported he spent $119 for the previous nine months of 1953.

Others listed: Clear Channel Broadcasting Service (against legislation calling for duplication of Class I-A clear channels frequencies or limitation of their power, also against NARBA agreement) spent $64.25 for the fourth quarter, $63.15 for the previous quarters. CCBS Director Hollis Seavey reported his expenditures as the same.

Radio-Electronics-Tv Mfrs. Assn. listed $8,118.22 for wages, salaries, fees, commissions etc.; $496.03 for "other expenditures"; $11,631.69 in expenditures for previous quarters of the year. James D. Secrest, RETMA executive vice president, was listed as the organization's representative.

Former Sen. Ernest W. McFarland (D-Ariz.) reported $7,650 in receipts (fourth quarter) for representing American Cable & Radio Corp.; RCA Communications Inc.; Western Union Telegraph Co.

Lovell H. Parker, who included the Television Broadcasters' Tax Committee as one of the organizations he represented, listed total receipts (including those from coal associations) as $3,750 for the fourth quarter. He listed interest in tax legislation for the tv industry.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

COLOR CAPSULE EDITION

"TRANSMITTER CONVERSION FOR COLOR INVOLVES NO INTERRUPTION OF BLACK and WHITE PROGRAM SCHEDULES"

JAMES T. TILLMAN

● Meet General Electric's top man on the transmitter color conversion assignment. ...James T. Tillman. For the past three years, Tillman has played a leading role in the development of transmitter designs for compatible color operation. His is a practical, down-to-earth knowledge of the color subject which is constantly translated into realistic benefits for purchasers of G-E broadcast equipment. Mr. Tillman presents this first in a new series of "color talks" to appear under your Telequipment News masthead. Comments on this series are invited both to help us measure interest and improve context. Write: *Editor, G-E Telequipment News, Section X244-26, Electronics Park, Syracuse, N. Y.*

G-E Engineer Rounds-up The Requirements For Initial Station Color Conversion

All of you are familiar, I'm sure, with the fact that two types of alterations are required at the transmitter installation in order to broadcast exceptional color signals. These alterations are somewhat self-explanatory by their terminology... internal and external transmitter changes. Let's speak briefly first, of the internal requirements.

Necessary circuit changes inside the transmitter itself can be completed in about one and one-half hours. A mere handful of parts is installed to permit the reference burst on a color signal to pass through a keyed clamp without "harm." All TV transmitters now being manufactured by G.E. have these color refinements incorporated in their internal circuits at no increased cost to the purchaser. Units now in operation without color provision can obtain this change-over on request. General Electric has offered both the parts and engineering supervision of their installation to all their customers free of charge.

For Premium Performance— Add Rack-Mounted Equipment

The final transmitter conversion phase calls for installation of 4 or 5 external, rack-mounted units through which the signal passes before entering the transmitter. These permit accurate control of linearity phase and envelope delay to comply with FCC rules for color transmission. The action taken by external equipment is purely corrective and inherently required of all transmitters regardless of manufacture. FCC standards clearly spell this out.

General Electric has completed the training of field service engineers who expertly install and test color transmitting equipment. They are available now to introduce auxiliary units into your station and verify compliance with all specifications *without interfering with normal black and white television operations.*

GENERAL ELECTRIC

Just a handful of parts need be installed for color conversion of internal circuits. A G-E transmitter incorporating these changes will be exhibited at NARTB. See this convention feature in operation. Make the General Electric booth your first stop.

Jim Tillman measures envelope delay through a G-E 12 KW Klystron UHF transmitter.

FCC TO SPOTLIGHT HEARING PROCEDURE

Miami and Charlotte cases will be used as tests of the Commission's expediting system.

SOME light may be shed this week on the tangled and controversial functioning of the FCC's expediting procedures for tv hearing cases.

The Commission decided last week that it would hear oral argument on how well the expediting procedures were working.

It set April 29 as the date for an *en banc* argument on the Miami ch. 7 and the Charlotte ch. 9 cases.

The oral presentation, the Commission said, should be devoted to discussion of the "practical operation of the present hearing conference procedure which would expedite the disposition" of these cases.

The Commission said, in its Memorandum Opinion and Order in each case, that it did not believe that the objectives of the so-called expediting procedures can be served by general and ambiguous statements contained in the points of reliance submitted by the parties as part of the hearing conference procedure.

In this sense, the Commission apparently agreed with the Broadcast Bureau which originated the appeals to the full Commission in both these cases [B•T, April 5].

The Broadcast Bureau asked the Commission, in both cases, to overrule hearing examiners who had accepted points of reliance submitted by the applicants. These points of reliance, the Broadcast Bureau said, were broad and general and lacked the specificity required to narrow the hearings down to essentials—the essence of the so-called expediting procedures.

Followed Recommendation

The expediting procedures were put into effect early in 1953 and followed recommendations by the Judicial Conference of the U. S. in 1951, and the President's Conference on Administrative Procedure in 1953.

Purpose of the new procedures was to shorten hearings, reduce them to essential points of difference among the applicants and to compress the record to manageable lengths.

Disagreement between FCC attorneys and private lawyers over the interpretations of the expediting procedures has become more and more acute in recent months.

In answering the Broadcast Bureau's appeals in the Miami case, the four applicants told the Commission that each of the applicants have exchanged information and thus the points of reliance of each are completely understood by everyone concerned. It would serve no useful purpose, they said, to detail each point when the information is already particularized in the documents exchanged among themselves and the Commission counsel.

Both the Miami and the Charlotte hearings were postponed by their respective examiners pending a determination of the Broadcast Bureau's appeal by the Commission.

In its order last week, the Commission officially announced that it is reviewing the hearing conference procedure.

At the oral argument this Thursday, each applicant and Commission counsel will be permitted 15 minutes. Session is scheduled to start at 10 a.m.

Proposes Debates

FORMER Democratic Sen. Blair Moody (Mich.) wants to take to the airwaves in a state-wide series of debates with Sen. Homer Ferguson (R-Mich.) in "a television and radio revival of the old Lincoln-Douglas tradition." Mr. Moody's challenge came as the former Washington newspaperman and radio-tv moderator announced last week he would seek the Democratic nomination against Sen. Ferguson. Mr. Moody was appointed to the Senate three years ago by the Democratic governor of Michigan, G. Mennen Williams, to fill the vacancy created by the death of Sen. Arthur Vandenberg. Mr. Moody was defeated by Sen. Charles E. Potter (R) in the 1952 election. Also announced for the Democratic nomination is Patrick McNamara, a member of the Detroit Board of Education.

FCC Asks Hearing in WNYC SSA Bid; May Create Stir

Politics may come up in this situation. Comr. Hennock attacks the Commission's action in a detailed dissent.

POTENTIAL political hot potato was warmed up by FCC last week in the majority's action advising municipally-owned WNYC New York that its application for extension of special service authorization to operate additional hours 6 a.m. to 10 p.m. "indicates necessity of a hearing." SSA first was issued in 1943.

Action drew a detailed dissent from Comr. Frieda B. Hennock, who cited the unique public service features of WNYC, while Comr. Robert E. Lee dissented on the ground FCC has full discretion to terminate without hearing "a temporary authorization given under emergency conditions no longer existing."

WNYC is assigned 1 kw on 830 kc, limited to WCCO Minneapolis, dominant station on the clear channel. FCC also turned down WNYC's request for waiver of the rules to allow it to use a 5 kw transmitter for Conelrad operation, held not necessary by the Commission.

In her dissent, Comr. Hennock said:

I dissent from the decision to send a prehearing letter to WNYC. The unique circumstances surrounding this case militate against any other action except a grant of the requested special service authorization for the pre-sunrise and post-sunset operations in which WNYC has been engaged since 1943.

Station WNYC is the only municipally owned and operated noncommercial station in this country. It is operated at public expense and solely for the benefit of the people of the city of New York. It has a long and meritorious record of public service. No other New York station renders the same type of service as WNYC, nor would it be possible for any commercial station to produce and carry the programs WNYC presents. The Commission itself has recognized the unique value of station WNYC to the people of New York by repeatedly granting its request for SSA's over a period of eleven years. The reasons which persuaded the Commission to grant an SSA to WNYC in 1943, and to continue it since, are no less compelling today than they were then. To continue this service unchanged, all that is needed is a *temporary* authority from the Commission.

There are other reasons why this request should be granted without hearing today as it was done in the past. The frequency involved, 830 kc, is a clear channel. A hearing must, therefore, of necessity involve policy problems which are in issue in the pending clear channel proceeding. A resolution of these problems in the latter proceeding may render the major issue in this case moot. To take action which, as this one, may lead to a full dress hearing, with all the expense and inconvenience that go with it, on a request for a *temporary* authority under circumstances where the outcome of the clear channel proceeding, may make this whole effort futile, is to deny ourselves the advantage of flexibility inherent in the administrative process.

Moreover, there is no real issue for a hearing. The population which receives WNYC service and the type and character of WNYC programs are well known. The question of interference is negligible. For, the latest complaint of WCCO is now several years old. In any event, the network programs carried by WCCO in its secondary service areas where the purported interference is said to occur, are duplicated by numerous other stations. In view of this, no useful purpose can be served by a hearing on this request for a temporary authority.

Accordingly, I would grant WNYC's request for an SSA for pre-sunrise and post-sunset operations.

Commissioner Lee issued the following dissenting statement:

I am against a hearing in this matter. I believe it is within the complete discretion of the Commission to terminate a temporary authorization given under emergency conditions no longer existing. This hearing will be long and involved. In the meantime a clear channel agreed to by treaty continues to receive interference. I would agree to a limited hearing but not as comprehensive as contemplated by this letter.

Two Groups Oppose Grant at Green Bay

GRANT of ch. 5 in Green Bay, Wis., to Valley Telecasting Co. [B•T, March 15] has been under fire from two sources.

WMBV-TV Marinette, Wis., protested the grant, but after Valley Telecasting replied, it withdrew its protest.

WCAN-TV Milwaukee asked the FCC to condition the grant of Green Bay's ch. 5 on the disposition of its opposition to the allocation of ch. 6 to Whitefish Bay, Wis., now pending in the U. S. Court of Appeals in Washington.

When the FCC allocated ch. 6 to Whitefish Bay, it substituted ch. 5 for ch. 6 in Green Bay. This is the change that is under attack by uhf WCAN-TV.

Valley Telecasting objected to the request on the ground that WCAN-TV had no standing to enter the case. It also said that if WCAN-TV won its point, it would be a simple matter again to resubstitute ch. 6 to Green Bay.

FCC Grants Crestview Am

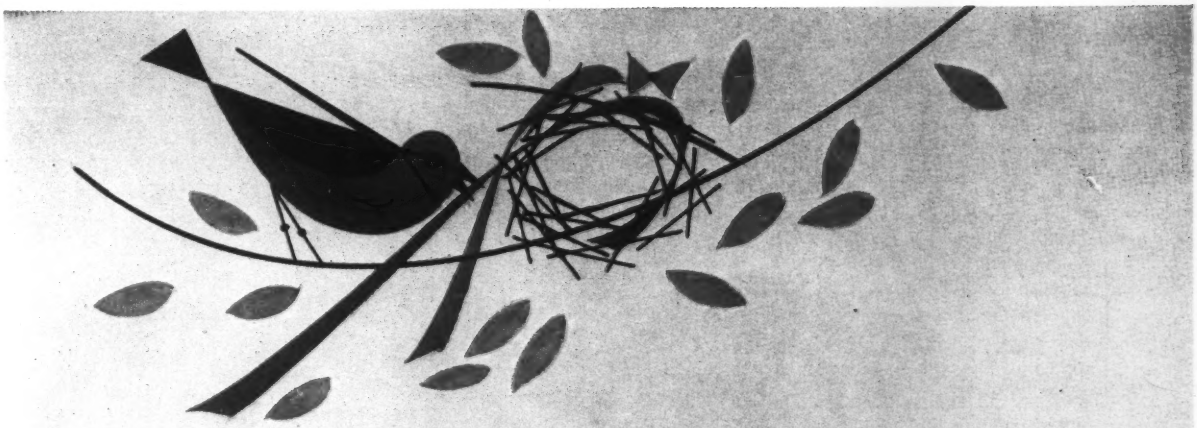
PROTEST of WCNU Crestview, Fla., that the market could not support a second station was dismissed by FCC last week coincident with granting Crestview Broadcasting Co. a permit for 250 w fulltime on 1490 kc there. Latter is owned by C. S. Henderson and James T. Whittaker, owners of local Radio Electric Co.

Other new station grants by FCC last week included permit at Sitka, Alaska, to Voice of Sheldon Jackson Inc. for 250 w specified hours on 1400 kc and authorization at Peru, Ind., for 500 w day on 1600 kc to Wabash-Peru Broadcasting Co.

Procedural Policy

AFFIRMING a procedural ruling by FCC in the two-year old ch. 4 case at Beaumont-Port Arthur, Tex., Hearing Examiner James D. Cunningham last week issued an initial decision supporting dismissal of the application of Jefferson Amusement Co. on the ground it was a substitute bid for Lufkin Amusement Co.

Lufkin withdrew from the ch. 4 case just before the hearing commenced and was dismissed "with prejudice" by the Commission for failing to offer good reason. Still pending in the hearing, postponed "indefinitely" to await outcome of the procedural dispute, are Smith Radio Co. and Port Arthur College (KPAC).



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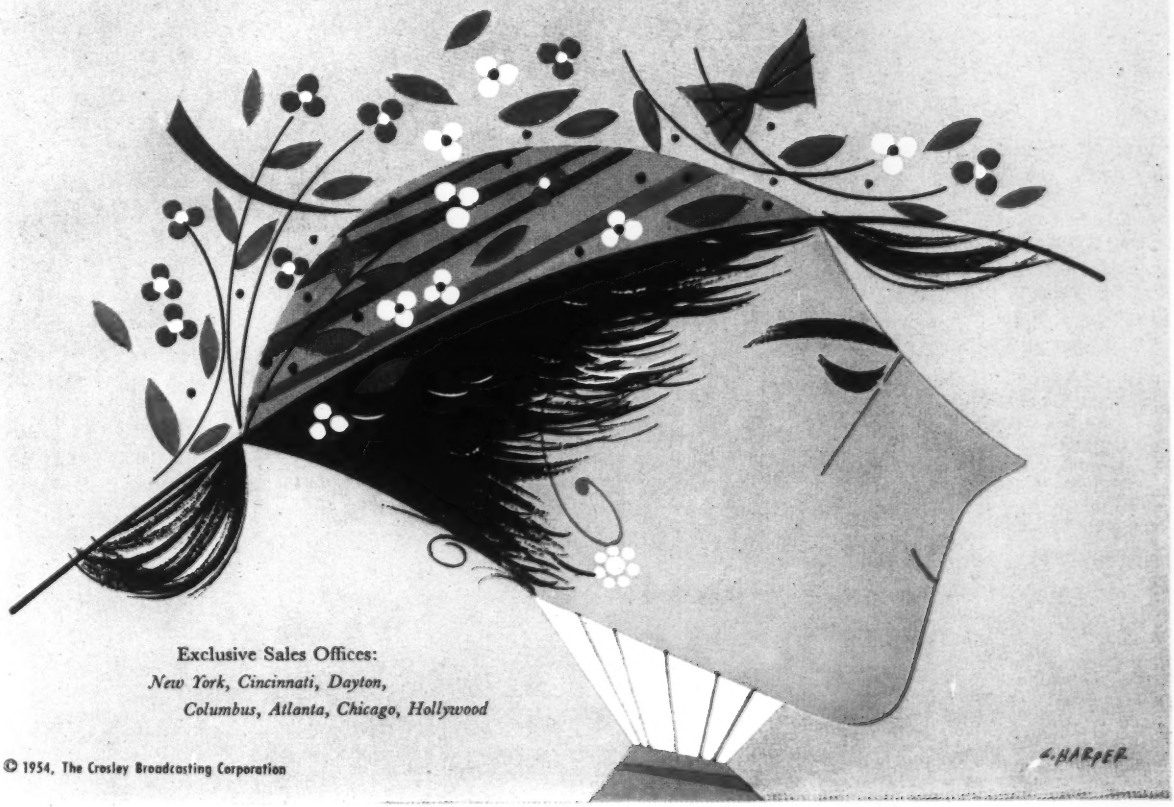
WLW-A	*Atlanta*
WLW-C	*Columbus*
WLW-D	*Dayton*
WLW-T	*Cincinnati*



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Arthur R. Wiley, National Warehouse Manager of A. G. Spalding & Bros., Inc., tells why:

He's famous for his fast delivery!

"Imagine the stands filled," says Spalding's Arthur Wiley, "the major league teams in their dug-outs, the mounting expectation — and no baseballs!

"It sounded like an 'emergency.' The balls used in all major league games are specially tested for perfection. The club was half-way across the country from our Chicopee, Mass. plant and a double-header scheduled.

"But we're used to delivering fast. We solve situations like this week-in and week-out by relying on Air Express.

"So, we just called Air Express on this job. The balls were flown west, were delivered and actually in play on the field a few hours later.

"We use Air Express throughout the year to ship all kinds of sports equipment throughout the country.

"Practically all these shipments cost less with Air Express than with any other air service."

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SKYWAVE ARGUMENT SCHEDULED JUNE 7

Proposed rule-making in the daytime skywave case to cover principles, not applicability to Class I and II stations.

JUNE 7 was designated by FCC last week as the date for oral argument on its notice of further proposed rule-making in the seven-year-old daytime skywave proceeding, now severed from the older clear channel case for separate decision [B•T, March 15].

The argument is to cover principles involved in the daytime skywave proposal and not the applicability of the proposed rules to existing Class I and Class II stations, FCC said. Written comments on the latter are due May 3, with replies thereto 15 days later.

In brief, the proposal (Docket 8333) would recognize that the secondary stations on clear channels cause varying degrees of objectionable interference to the dominant Class I outlets in the two-hour periods after sunrise and before sunset. Therefore, the Commission would revise its engineering standards and rules to provide greater protection for the Class I-A stations by establishing transition-time standards for the operation of certain secondary stations on those channels, distinct from the present daytime and nighttime operating requirements.

Those desiring to participate in the oral argument must file apearance by May 24, FCC said, and briefs may be filed by May 31.

"The time to be allowed each party for oral presentation will be determined in the light of the number of parties seeking to appear and participate," the Commission said, "and will be specified by a later notice."

Asks Views on Merits

The Commission explained, "We believe it desirable to delineate again the scope of the oral argument: Opportunity is being afforded to interested parties to present their views with respect to the merits of the proposed report (paragraphs 1-34 inclusive) and the proposed rules set out in the appendix attached to the report. The applicability of the proposed rules to existing Class I and Class II stations will not be considered in this phase of the proceeding since that question is the subject of the notice of further proposed rule making" on which comments are due May 3.

The notice of further proposed rule-making cited four categories of existing stations to which the revisions may be applicable: (a) Class II daytime-only stations; (b) Class II limited-time stations; (c) Class II unlimited-time stations, and (d) Class I-B stations located eastward of the other I-B station on the channel and commencing nighttime operation at sunset at the westward I-B outlet.

However, FCC said it does not propose to make its revisions applicable at this time to existing Class II daytime stations, and not to existing Class II limited-time stations generally.

A fortnight ago, Rep. L. H. Fountain (D-N. C.) complained to the Commission about the proposed greater protection for Class I-A outlets [B•T, April 12]. He did not think it would be fair to local stations and would further concentrate power in the hands of the 20-odd clear I-A channel stations.

Although it is still early for the formal comments to be filed with the Commission on the proposal, the docket now contains numerous inquiries by Congressmen in behalf of station constituents in their areas. Legislators referring inquiries to FCC, plus the stations or broadcasters whose inquiries were referred, included:

Sen. William F. Knowland (R-Calif.), KWSO Wasco, Calif.; Sen. Leverett Saltonstall (R-Mass.), WKOX Framingham, Mass.; Sen. Joseph R. McCarthy (R-Wis.), WBEV Beaver Dam, Wis.; Sen. Bourke B. Hickenlooper (R-Iowa), KXIC Iowa City, Iowa; Sen. John L. McClellan (D-Ark.), Arkansas Daytime Broadcasters; Rep. James W. Trimble (D-Ark.); Sen. Estes Kefauver (D-Tenn.), WJIG Tullahoma, Tenn.; Sen. J. W. Fulbright (D-Ark.), Arkansas Daytime Broadcasters; Sen. Alexander Wiley (R-Wis.), WBEV Beaver Dam, Wis.; Rep. L. Mendel Rivers (D-S. C.), WMUU Greenville, S. C.; Rep. Joe L. Evins (D-Tenn.); Sen. Burnet R. Maybank (D-S. C.), WMUU Greenville, S. C.; Sen. Richard B. Russell (D-Ga.), WMUU Greenville, S. C.

Rep. George M. Grant (D-Ala.); Rep. Sid Simpson (R-Ill.), WLOS Jacksonville, Ill.; Rep. C. W. (Runt) Bishop (R-Ill.), WMOK Metropolis, WGGH Marion, Ill.; Sen. Thomas H. Kuchel (R-Calif.), KWSO Wasco, Calif.; Sen. Lister Hill (D-Ala.), WMUU Greenville, S. C.; Rep. Thomas E. Martin (R-Iowa); Sen. George A. Smathers (D-Fla.), WSWN Belle Glade, Fla.; Rep. F. Ertel Carlyle (D-N. C.); Sen. John F. Kennedy (D-Mass.), WKOX Framingham, Mass.; Sen. Guy M. Gillette (D-Iowa); Rep. Carl T. Durham (D-N. C.); Rep. Oren Harris (D-Ark.); Sen. Earle C. Clements (D-Ky.), WNGO Mayfield, Ky.; Sen. Albert Gore (D-Tenn.), WJIG Tullahoma, Tenn.; Sen. Spessard L. Holland (D-Fla.), WSWN Belle Glade, Fla.; Rep. J. Arthur Younger (R-Calif.), KVSM San Mateo, Calif.

Sen. Edward Martin (R-Pa.), WNAE Warren, Pa.; Rep. Glenn R. Davis (R-Wis.), WBEV Beaver Dam, Wis.; Sen. Olin D. Johnston (D-S. C.), WMUU Greenville, S. C.; Sen. John Sherman Cooper (R-Ky.), WNGO Mayfield, Ky.; Rep. Robert T. Ashmore (D-S. C.), WMUU Greenville, S. C.; Sen. Clyde R. Hoey (D-N. C.); Rep. Dwight L. Rogers (D-Fla.), WSWN Bell Glade, Fla.; Rep. Richard Bolling (D-Mo.); Rep. Jeffrey P. Hillelson (R-Mo.), KPRS Kansas City, Mo.; Rep. Leon H. Gavin (R-Pa.), WNAE Warren, Pa.; Rep. L. H. Fountain (D-N. C.); Rep. W. J. Bryan Dorn (D-S. C.); Sen. James H. Duff (R-Pa.), WNAE Warren, Pa.; Rep. Carl T. Durham (D-N. C.); Rep. Charles B. Deane (D-N. C.), WEWO Laurinburg, N. C.

$2 Million Involved In 5 Sales Approvals

FIVE RADIO-TV transfers involving nearly $2 million highlighted station sales approved last week by FCC. Included were: KFEL Denver, KBAK-AM-TV Bakersfield, Calif., and WGR Buffalo, New York.

KFEL was sold for $275,000 to KIMN Inc., a subsidiary of the Ogden (Utah) *Standard-Examiner* (KLO), which is 62% owned by A. L. Glasmann and family and 12.5% by Mrs. George Hatch. The Ogden newspaper is minority stockholder in KMON Great Falls, Mont. Mr. and Mrs. Hatch are controlling stockholders in KALL Salt Lake City and of the Intermountain Network.

It is understood that call letters of KFEL will be changed to KIMN and will become the Denver key for the Intermountain Network [B•T, March 1].

At Buffalo, FCC gave approval to the sale by Leo J. Fitzpatrick and I. R. Lounsberry of WGR for $1.45 million to Niagara-Frontier Amusement Corp., permittee of vhf ch. 2 there.

The WGR sale is a result of a merger agreement among the several applicants for the ch. 2 facility. Surviving applicant Niagara Frontier gives option to former competitors, Victory Television Corp. and Niagara Falls Gazette Pub. Co. (WHLD Niagara Falls), to purchase part ownership in the new tv facility [B•T, April 12]. WHLD would be sold.

FCC last week also gave approval to the acquisition of control of KBAK-AM-TV Bakersfield, Calif., by The Chronicle Publishing Co., licensee of KRON-FM-TV San Francisco, and publisher of the *San Francisco Chronicle*.

Chronicle purchases 25% interest of John P. Hearns for $30,000 and 23-1/3% interest of Charles deYoung Thieriot for $37,501, and will now own 97-1/3% interest. Mr. Thieriot retains a 1-2/3% interest in the station.

Sale of WTIK Durham, N. C., by Durham Broadcasting Enterprises to WTIK Inc. for $110,000 also was approved.

Disposition of WTIK was necessitated by condition to FCC grant of vhf ch. 11 at Durham to Durham Broadcasting. Grant was made possible by the dismissal of the competitive bid of WDNC there, which received option to purchase 25% interest in the new tv venture [B•T, Jan. 18].

FCC approval also was given to the sale of WLCS-AM-FM Baton Rouge, La., by Air Waves Inc. for $135,000 to WLCS Commercial Manager A. Lamar Simmons, Program Director Gene Nelson and eight local businessmen.

Sale of WLCS was a condition of the Baton Rouge vhf ch. 2 grant to WBRZ (TV). WBRZ represents a merger of WLCS and WJBO both in Baton Rouge. This comes under the duopoly rule requiring sale of one of the stations.

KIMN will be the new call letters of KFEL Denver, whose sale to KIMN Inc. was approved by FCC last week. It will be the Denver outlet for Intermountain Network. Making new plans for KIMN are (l to r): seated—Collin Lowder, new KIMN general manager, formerly manager of KLO Ogden, Utah; Lynn L. Meyer, Intermountain president; John McEniry, KIMN commercial manager; standing—Bill Knodel and Lew Avery of Avery-Knodel Inc., national representatives for KIMN.

Pittsburgh Hearing Set

PITTSBURGH ch. 4 (Irwin, Pa.) applications were designated for hearing by FCC last week, to commence May 21 in Washington.

Allegheny Broadcasting Corp., licensee of KQV Pittsburgh and ch. 4 applicant at McKeesport, was granted customary waiver of Commission rules to continue prosecution of its application despite 45% interest in the station by CBS, which must readjust its radio-tv holdings to comply with the Commission's new multiple ownership rules.

Other contestants are WCAE, applying at Wilkinsburg, Pa.; Matta Enterprises (WLOA), Braddock, Pa.; Wespen Television Inc. and Irwin Community Tv Co., applying at Irwin.

Must Identify Citizenship

IDENTIFICATION of the citizenship of stockholders of National Airlines, owner of Miami ch. 10 applicant Public Service Television Inc., was requested last week by FCC in an order directing National to supply the data within 60 days. The Commission ruled to hold in abeyance a petition by WKAT Miami Beach for enlargement of issues in the ch. 10 contest respecting Public Service's legal qualifications. Other applicants: L. B. Wilson Inc. (WCKY Cincinnati), Miami, and North Dade Video Inc., North Miami.

WHB-AM-TV BUYS CHURCH'S KMBC-AM-TV; WHB ACQUIRED BY STORZ FAMILY

Kansas City ch. 9 sharetimers WHB-TV and KMBC-TV will merge as KMBC-TV in Cook Paint & Varnish Co.'s purchase of Arthur B. Church properties for total consideration of $2 million plus, including assurance Mr. Church will not re-enter local radio-tv. Cook's WHB will be sold to the Storz family for $400,000, plus liquid assets.

KANSAS CITY'S time-splitting tv stations—KMBC-TV and WHB-TV—will be merged into a single station as part of a four-station transaction involving about $3 million overall. The merger marks the end of Arthur B. Church's active role in the nation's broadcast affairs, a role he has taken as a pioneer who entered radio back in 1914.

With FCC approval of a two-ply sale, Cook Paint & Varnish Co., one of the giants of that industry and owner of WHB-AM-TV, will merge WHB-TV and KMBC-TV into a single station, using the call KMBC-TV.

Since Cook acquires KMBC in the deal, it is selling its present am outlet, WHB, to the Storz family, owning KOWH Omaha (see separate story). KMBC and its am sister station, KFRM Concordia, Kan., will be operated by the Cook interests. KFRM is a daytimer carrying KMBC programs.

In essence the deals were negotiated in this fashion:

• WHB Broadcasting Co., wholly-owned Cook subsidiary, is buying all the outstanding common stock of Midland Broadcasting Co. (KMBC-AM-TV, KFRM and related properties) for $1,750,000 cash.

• Having two am stations in Kansas City, WHB Broadcasting Co. is selling WHB to the Storz family for $400,000 cash plus value of liquid assets.

• WHB Broadcasting Co. assumes $900,000 in Midland long and short-term obligations. In addition it agrees to pay Mr. & Mrs. Church $250,000 under a 10-year non-competition clause provided they do not re-enter radio or tv broadcasting in the area.

Principals in the negotiations for the Cook interests were Robert B. Caldwell, board chairman of Cook and WHB Broadcasting Co., and Lathrop G. Backstrom, president of the two companies. The applications are to be filed today (Monday) at the FCC.

Preliminary talks looking toward Cook's acquisition of KMBC began several months ago, with drafting of the actual contract starting April 7. Paul A. O'Bryan, of Dow, Lohnes & Albertson, represented WHB as well as the Storz interests when a purchaser was sought for the WHB radio operation.

Philip G. Loucks, of Loucks, Zias, Young & Jansky, represented the Church interests.

In the early talks Mr. Caldwell had represented WHB, with Dupuy G. Warrick, KMBC vice president-general counsel, representing the KMBC properties along with Kenneth Myers, KMBC attorney. The contract was signed last Monday night.

Mr. and Mrs. Church are taking a vacation in Colorado. After delivering an address paying respect to Judge Justin Miller, retired NARTB board chairman, at the testimonial dinner held March 31 in Washington, Mr. Church went to New York. He has been suffering for some time from a heart condition. He will leave with Mrs. Church in a few weeks on a European trip. They plan to celebrate their 36th wedding anniversary June 2 in Paris.

CONTRACT SIGNING for the sale of KMBC-AM-TV Kansas City properties to Cook Paint & Varnish Co., owner of WHB-AM-TV there, was attended by (l to r) Arthur B. Church Jr., KMBC secretary; Mrs. Arthur B. Church; George J. Higgins, KMBC vice president-managing director; Dupuy G. Warrick, KMBC vice president-general counsel; Arthur B. Church, KMBC president; Lathrop G. Backstrom, president of Cook and WHB, and R. B. Caldwell, board chairman of Cook and WHB.

Under terms of the WHB Broadcasting Co. acquisition of Midland, the buyer pays $1,750,000 cash for all Midland stock, including the KMBC-AM-TV properties plus KFRM, and in addition assumes obligations including mortgages, payable, $442,543; equipment serial notes, $48,463; notes payable to banks, $180,000, and will retire all issued and outstanding preferred stock (none of which is owned by the Churches), $195,450. This brings the total to $2,650,000, to some degree offset by accounts receivable.

Common stock of Midland, totaling 52,000 shares, is held as follows: Arthur B. Church, 20,000 shares; Mrs. Church, 17,500; trustees for Virginia Peters, 2,500; trustees for Margaret C. Battison, 2,500 trustees for Arthur B. Church Jr., 1,875; Arthur B. Church Jr., 2,275; Gerald L. Taylor, KMBC-TV vice president, 2,000; Dupuy G. Warrick, vice president and general counsel, 2,000; George J. Higgins, vice president and managing director, 1,350. All of this stock is acquired by WHB Broadcasting Co.

KMBC's real property includes KMBC-TV Playhouse, block-long building housing the am and tv stations and a theatre seating 2,800. It formerly was the Scottish Rite Temple. The non-competition plan specifies that WHB Broadcasting Co. will pay Mr. & Mrs. Church $25,000 a year for 10 years provided they do not engage in radio or tv broadcasting in a radius of 200 miles of Kansas City or 125 miles of Concordia.

Upon FCC approval of the WHB-KMBC contract, Mr. Caldwell, as board chairman of Cook and WHB Broadcasting Co., will continue in those capacities. Similarly, Mr. Backstrom will continue as president of both companies. They were elected to the WHB Broadcasting Co. posts several weeks ago in a reorganization.

George J. Higgins, KMBC vice president-operations director and minority stockholder, will remain with the stations under the new ownership, it is understood. Don Davis, currently WHB Broadcasting Co., vice president, remains in that role. John T. Schilling, WHB station manager, also remains with WHB Broadcasting Co. in the same capacity as does Henry Goldenberg, chief engineer.

KMBC is a CBS Radio affiliate and the KMBC-TV and WHB-TV time-sharing stations on ch. 9 are CBS Television affiliates.

WHB-TV and KMBC-TV have been sharing a 5-kw DuMont transmitter and RCA antenna located atop the Power & Light Bldg. A new RCA 10-kw transmitter is on order, along with a 50-kw amplifier, increasing the output to the 316 kw maximum from a new transmitter site.

WHB was founded in 1922. It operates on 710 kc with 10 kw day and 5 kw night, having an MBS affiliation.

KMBC Founded in 1921

KMBC was founded by Mr. Church in 1921. It operates on 980 kc with 5 kw power. KFRM, its daytime satellite in Concordia, repeats KMBC programs on 550 kc with 5 kw power. KFRM was founded in 1948.

Facing a drawn-out television hearing last year, KMBC and WHB reached a time-dividing agreement in June and within a brief time received the ch. 9 grant. The stations went on the air Aug. 2. They have been shifting program origination back and forth during the day.

Messrs. Church and Backstrom issued a joint statement in announcing the sale. It follows:

"We have learned that shared time operation of a television channel can be successfully accomplished, but we have learned also that the difficulties of such shared time operation can be eliminated by one ownership. We feel that the best television service to the people in the Kansas City area can be accomplished with the unification of the two television staffs.

"The present officers of Midland (KMBC-AM-TV) have tendered their resignations effective with closure after FCC approval, but no immediate changes of staff either in the Midland or WHB organizations are contemplated. Later, some shifts of personnel will probably be necessary but these will be minimized. Until

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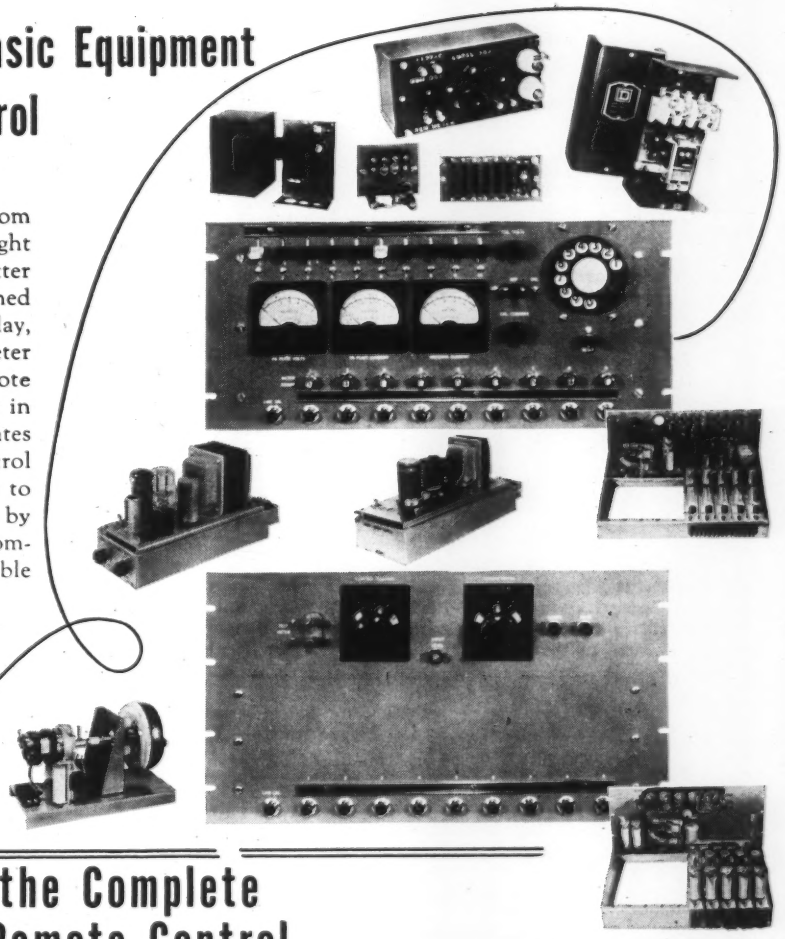
Yes . . you can buy the basic system from Gates too and at no greater cost than straight D. C. operated systems. Includes transmitter and studio equipment plus motor tuned power control, transmitter control relay, tower light indicator, plate contactor, meter pick-up kits and diode rectifier for remote antenna metering — all ready to mount in your racks and using the famous Gates tone oscillator system for major control functions — the system that uses tubes to provide reliability — the system used by air lines, the military, and all leading communications companies for dependable multiplexing services.



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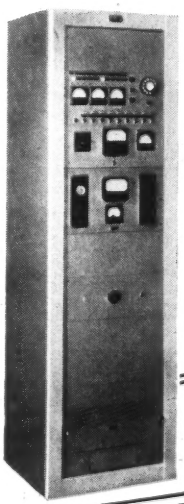

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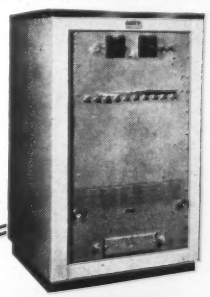
Actually 18 in all plus rectifiers when compared to other D.C. operated systems. Basic control functions are handled at audio frequencies—admittedly a slightly more expensive way — but the complete way. Your transmitter will not turn off or on with static or lightning bursts, in fact there is no way to operate it except by the operator. Ask the nearly 200 that use them.



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Montreal, Canadian Marconi Co.

the transaction is completed, each of the properties will be operated in the usual course by their present owners."

Mr. Church, in a separate statement, said:

"Mrs. Church and I decided to sell for reasons of health. We are glad that KMBC-KFRM and KMBC-TV will be controlled by Kansas City people, and that the great broadcasting property we have built in Kansas City during the past 33 years will continue as a Kansas City institution. We plan to maintain our home and other business interests in Kansas City. We are retiring from the fascinating but arduous radio-tv stations operations field."

Mr. Church has been in radio since 1914, when he studied electronics at Dodges Institute, Valpariso, Ind. While attending Iowa State College he made spare money by organizing classes for commercial radio operators. During World War I he was a Signal Corps radio instructor and in 1923 he founded Central Radio School, Kansas City.

Started Station in 1921

He started a broadcast station in Kansas City in 1921, receiving a license in 1922 with the call letters WPE, later changed to KFIX. He sold the station to the Reorganized Mormon Church which moved it to Independence. Midland Broadcasting Co. took over KFIX in 1927, changing call letters to KMBC and assigning Mr. Church the task of building up the operation of the Kansas City radio outlet.

For many years since NARTB's predecessor, NAB, was organized in 1922, Mr. Church has served as a director and has been a member of many committees.

NEW OWNERS of WHB Kansas City will be Todd Storz (l), vice president-general manager, and his father, Robert H. Storz, president of KOWH Omaha.

STORZ FAMILY OF OMAHA ACQUIRES WHB KANSAS CITY IN MERGER DEAL

Payment for the station is $400,000 in cash and $40,000 of accounts receivable.

RADIO operations of the Storz family, of Omaha, will be materially expanded when FCC approves their purchase of WHB Kansas City from Cook Paint & Varnish Co., which last week acquired KMBC-AM-TV Kansas City (see story above).

Robert H. Storz, president of KOWH Omaha, and Todd Storz, his son, who is vice president and general manager, will acquire WHB for $400,000 cash and in addition pay cash for about $40,000 of accounts receivable.

They are purchasing the WHB am radio facilities and contracts for sale of radio time from WHB Broadcasting Co., Cook's wholly owned subsidiary. The purchasing firm, Mid-Continent Broadcasting Co., will retain the WHB call letters.

100% Owners

Messrs. Storz own 100% of Mid-Continent. They will acquire all real and tangible property owned by WHB Broadcasting Co. which is used for commercial operation and maintenance of WHB-AM, plus all contracts and leases.

The WHB headquarters will be continued in the Scarritt Bldg., for the time being, at least. WHB-TV had no studio facilities in the building.

WHB is a Mutual network affiliate. No statement was made about the affiliation plans of the new owners.

The elder Storz, president of Mid-Continent, is 55 years old. He has long been active in Omaha business and civic affairs. He is vice president of Storz Brewing Co.; director of Omaha National Bank and Union Stockholders Co.; past president of the Chamber of Commerce, Industrial Foundation and Mfrs. Assn., all of Omaha. He and his son, Todd, 30, bought KOWH five years ago from the *Omaha World Herald*. It is a daytime station, operating with 500 w on 660 kc. They bought WTIX New Orleans (1450 kc 250 w) last August. Todd Storz has been in broadcasting a number of years, serving in Atlanta, Hutchinson, Kan., and Omaha.

WKY-TV Now Colorcasting Regular Commercial Show

WKY-TV Oklahoma City, which received its first color tv camera March 21 [B•T, March 29] and its second two weeks ago, broadcast a commercially-sponsored colorcast last Wednesday, P. A. Sugg, station manager, announced last week.

Sponsored by Dulaney's, local RCA distributor serving Oklahoma and the Texas Panhandle, the commercial colorcast presented a half-hour of variety.

Beginning today (Monday), WKY-TV plans a regular live colorcast Monday through Friday from 1 to 2 p.m. It will be the regular *Cook Book* program, starring Sibyl Johnson, WKY-TV home economist, Mr. Sugg said.

Color Quality Reports

AS a service to set owners and dealers in the New Haven area using color tv receivers, WNHC-TV New Haven is giving information as to picture quality of all color programs it transmits. On all color programs originating from NBC-TV or CBS-TV, a station spokesman said last week, a slide will be used over which a WNCH-TV announcer will report the quality of the picture as it leaves the station transmitter. This service is designed to indicate to the viewer the possible source of any faulty reception.

Sjogren Named Assistant Head of WMAQ-WNBQ (TV)

APPOINTMENT of Henry T. Sjogren, business manager of NBC owned-and-operated stations and of NBC Spot Sales Division, as assistant general manager of NBC-owned WMAQ-WNBQ (TV) Chicago was announced last week by Jules Herbuveaux, general manager of the stations.

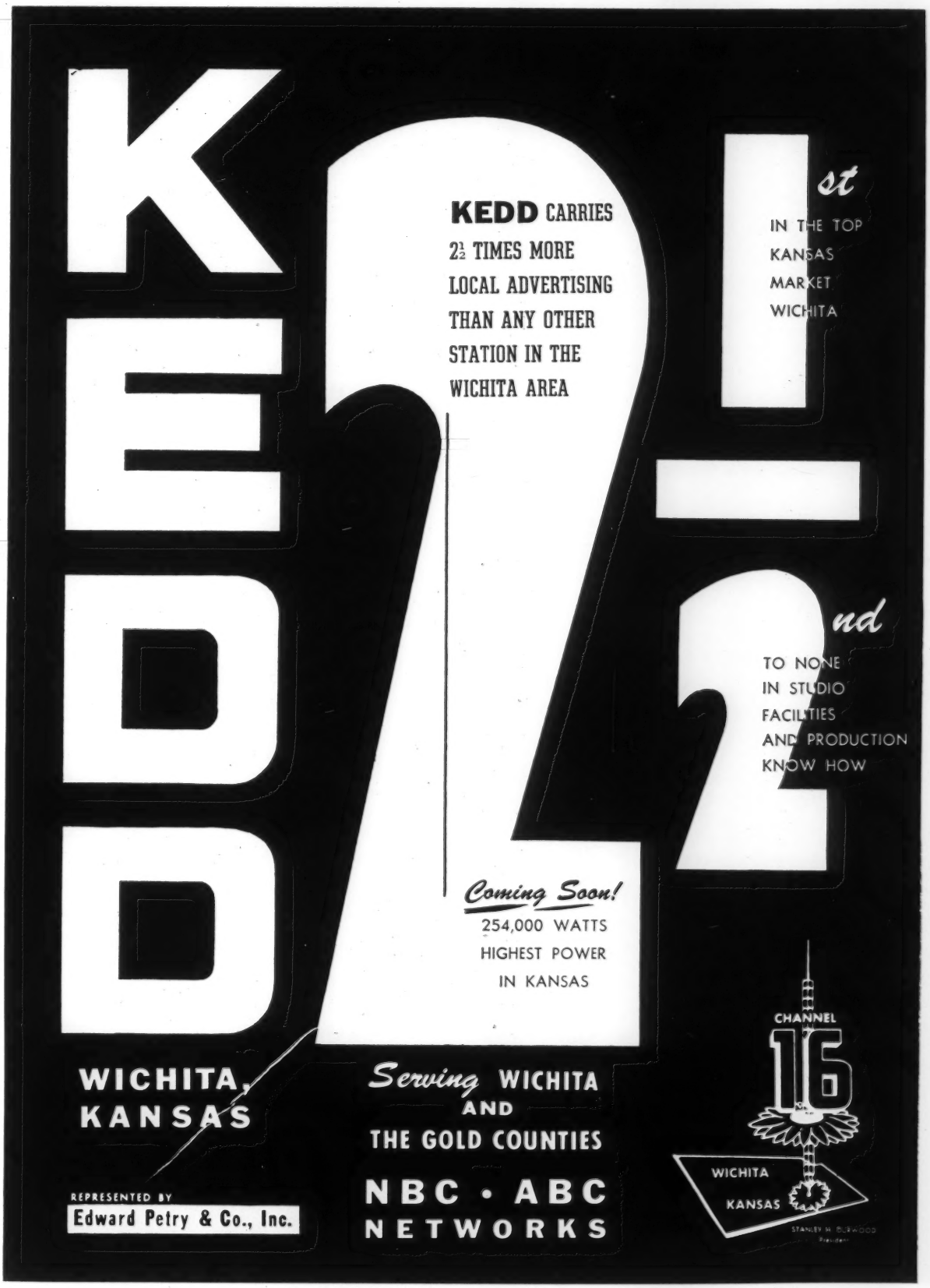
Mr. Sjogren joined NBC as controller of the radio network in 1949, and in 1952 was appointed business manager of the owned-and-operated stations division. He previously had served in executive capacities with the Sonotone Corp., Johns-Mansville Corp. and Deering Milliken Corp.

Thomas S. O'Brien has been named to succeed Mr. Sjogren as business manager for NBC owned-and-operated stations and of NBC Spot Sales. Mr. O'Brien, who formerly was assistant to Mr. Sjogren, became associated with NBC in June 1952. Previously he had been in the comptroller's office of the Socony Vacuum Oil Corp.

WADK Business Up 44%

WADK Newport, R. I., has proof of the "overwhelming acceptance of daytime radio" in that city, with the first quarter of 1954 showing a 44% increase in local and national business over the same period last year, Milton E. Mitler, president, has announced. Mr. Mitler bought WADK in 1953.

HAROLD ESSEX, vice president and general manager of WSJS-TV Winston-Salem, N. C., points to a GE color receiver which the station used for a closed circuit showing of NBC-TV's *Easter Parade* and *Frontiers of Faith* programs Easter Sunday to a specially-invited group of civic leaders. The NBC signals were "jeeped" into the set from the regular incoming microwave circuit which delivers network programs to the station. Modification of WSJS-TV equipment for network color is underway and should be completed well in advance of the previously announced date of July 15, Mr. Essex said. Shown with Mr. Essex are Phil Hedrick (c), WSJS-TV station operations manager, and F. A. Finley, Winston-Salem manager of the Southern Bell Telephone & Telegraph Company.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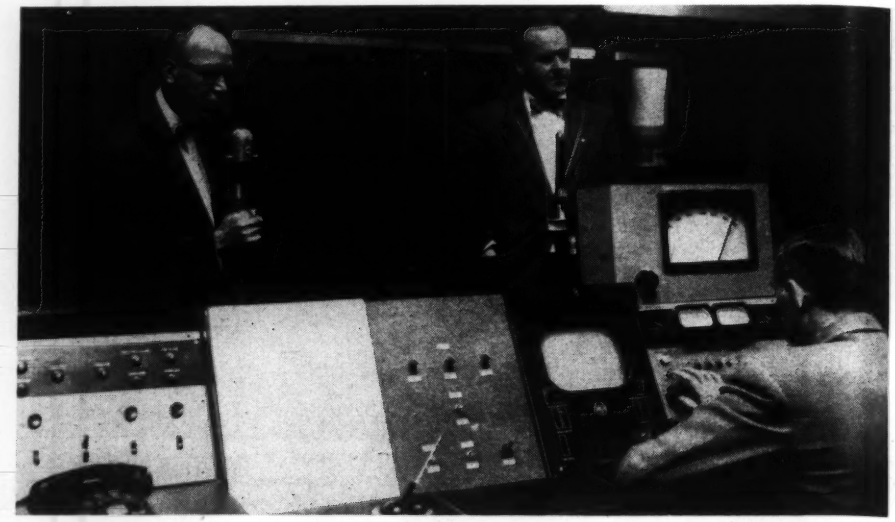
WOOD-TV UPS POWER TO FULL 316 KW

WOOD-TV Grand Rapids has boosted its power to 316 kw, maximum authorized by the FCC, and is operating from a tower 1,000 feet above average terrain—the first tv station in the U. S. to be at full power with a thousand-foot tower, Willard (Bill) Schroeder, general manager of WOOD-AM-TV, has announced.

Mr. Schroeder said the power boost, which went into effect April 17, also makes the Michigan ch. 8 station the most powerful in the state.

WOOD-TV, affiliated with all four networks, is represented nationally by The Katz Agency. It began operating Oct. 19, 1951.

New facilities represent an investment of more than $500,000, part of WOOD-TV's million dollar expansion program to be completed by the end of 1954. A new RCA transmitter, equipped to transmit color, also has been installed.



AS WOOD-TV made the step-up to 316 kw, General Manager Willard Schroeder (l) manned the stationary mike, while Program Director Frank Sisson used the chest mike. Prop on top of the console was used to visually represent the increase in power.

Kenney Named Exec. V.P. Of WKNB New Britain

PETER B. KENNEY, general manager of WKNB-AM-TV New Britain, Conn., has been elected to the new post of executive vice president, Julian Gross, president, said last week. Mr. Kenney will continue as general manager in addition to his new duties. Mr. Gross said the promotion is in "recognition of his outstanding contributions to the organization, which have been responsible, in large part, for WKNB - TV's present high position in the tv industry." Mr. Kenney has been a board member of the corporation since 1948.

MR. KENNEY

He led planning for WKNB-AM-TV's new tv and radio center, to which the stations will move in the next several weeks, Mr. Gross said.

General Teleradio Names Armstrong to Head WEAN

A. N. (BUD) ARMSTRONG, commercial manager of WCOP Boston, has been named general manager of WEAN Providence, it was announced last week by the management of General Teleradio Inc.

MR. ARMSTRONG

A U. of Kansas graduate, Mr. Armstrong entered radio in 1930 with WIBW Topeka and in 1934 represented WIBW and KCKN Kansas City, Kan., in Chicago. Later he joined the Capper Farm Press as an account executive and in 1937 he represented radio, newspapers and farm papers with The Katz Agency in Chicago. He joined WCOP in 1940.

WKLO-TV SUSPENDS, OTHER UHFS QUIT

ONE operating uhf television station ceased operation and two uhf grantees surrendered their construction permits last week.

WKLO-TV Louisville, Ky., reported it was suspending broadcasting as of last Tuesday, but that it intended to maintain its construction permit and resume telecasting.

"The program and economic dilemma besetting uhf television stations in well established vhf markets is such as to necessitate this drastic decision," Joe Eaton, president and general manager, said. "It is our desire to resume telecasting and we will do so when we are assured that there no longer are tactics such as are now in practice and beyond our control," he continued.

WKLO-TV, on ch. 21, began regular broadcasting last September. It competed with prefreeze vhf stations WAVE-TV on ch. 3 and WHAS-TV on ch. 11. WKLO-TV was affiliated with ABC and DuMont, but shared this affiliation with WAVE-TV which also has the NBC affiliation in Louisville. WHAS-TV is the CBS station there.

WKLO-TV was operating at a cost of $25,000 a month, according to informed sources, and had cost $500,000 in construction and operating expenses during the six months of its operation.

The two grantees who turned in their permits were WOUC (TV) Chattanooga, Tenn., ch. 49, and WGLM (TV) Lawrence, Mass., ch. 72. WOUC was 50% owned by WMFS Chattanooga. WGLM was owned by local businessmen.

The economic hazards of uhf in a vhf market (Lawrence is covered by Boston vhf stations) and the need for more than "token" recognition of uhf by networks was cited by Justin L. Wyner, WGLM executive vice president, in the station's letter to the FCC. Mr. Wyner also said that "the procedures which the Commission has adopted during the past several months which have been directed toward the encouragement of the establishment of vhf channels have added considerably to the problems of holders of uhf construction permits."

In recent months, five tv stations have ceased operations, but have not turned in their CPs. Only one was not uhf; this was KFOR-TV Lincoln, Neb., whose ch. 10 facilities were recently bought by that city's KOLN-TV (John E. Fetzer). The other four, all uhf operations, were: WIFE (TV) Dayton, Ohio; WOSH-TV Oshkosh, Wis.; WACH-TV Newport News, Va.; and KACY (TV) Festus-St. Louis, Mo.

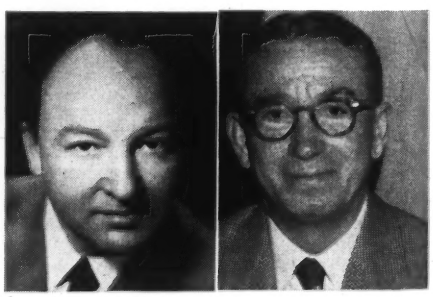
As of April 22, 67 permits for post-freeze tv stations have been returned to the FCC. These, which include last week's WOUC and WGLM, number 55 uhf and 12 vhf grants.

Fletcher Succeeds Todd As KAKE General Manager

GRAEME FLETCHER, program and news director of KAKE Wichita, Kan., has been named general manager succeeding Jack Todd, who has been granted an indefinite leave of absence, according to an announcement by Mark H. Adams, president.

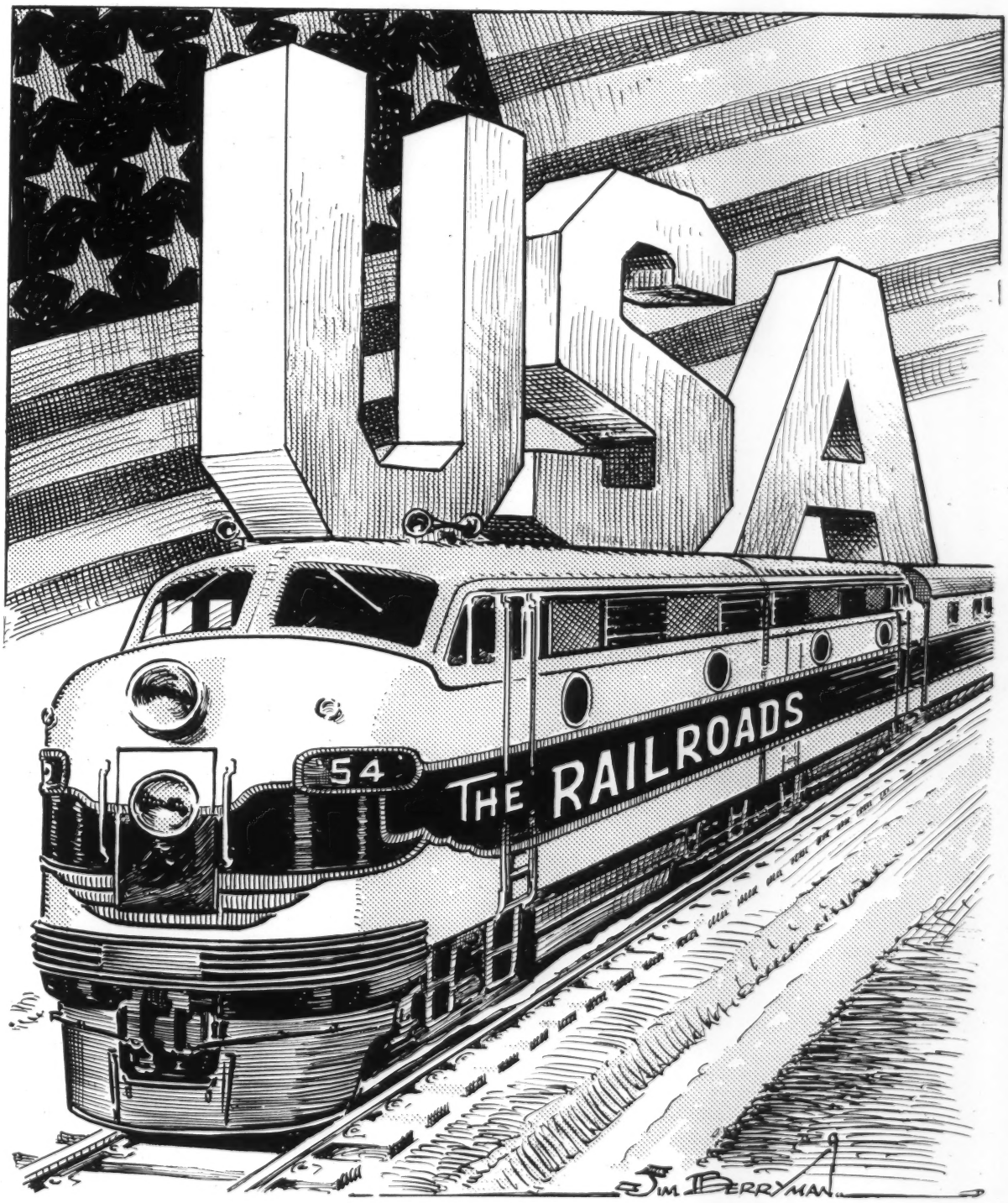
Mr. Fletcher has been with KAKE since 1947. At one time he was a news analyst and commentator for NBC's Western Division. From 1938 to 1944 he served as news director of KFH Wichita.

Mr. Todd has been general manager of KAKE since 1948 when he joined the station after serving in a similar capacity at WIKK Erie, Pa. Prior to that he was with KBOL Boulder, Colo., and KANS Wichita. He is completing his second term as 12th District director of NARTB.



MR. FLETCHER MR. TODD

SUPPORT FOR A STRONG AMERICA



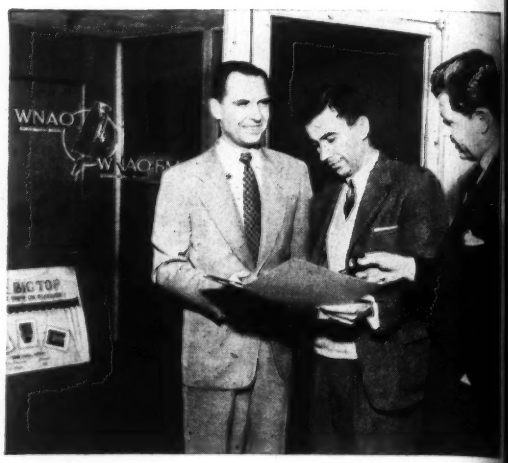
for the **ASSOCIATION OF AMERICAN RAILROADS**

From lighting units to transmitter— WNAO's complete "TV package" was supplied by Graybar

PETER MILLER, Chief Engineer
WNAO-TV channel 28
Raleigh-Durham, N. C.

"WNAO-TV has been on the air—with complete Federal equipment purchased through Graybar—since July 12, 1953. For many months I have had first-hand experience with the well-engineered WNAO-TV Federal equipment and it works well for us.

"Just like other stations, here at WNAO-TV we have a plan of regular preventative maintenance. Of course, we count on Graybar in this respect, too. Their representative stops in about once a week to check on our needs . . . and with a Graybar office in nearby Durham, orders are filled promptly. It's one of the nice things about doing business with Graybar—you can always count on them for friendly cooperation on any electrical need . . . large or small."

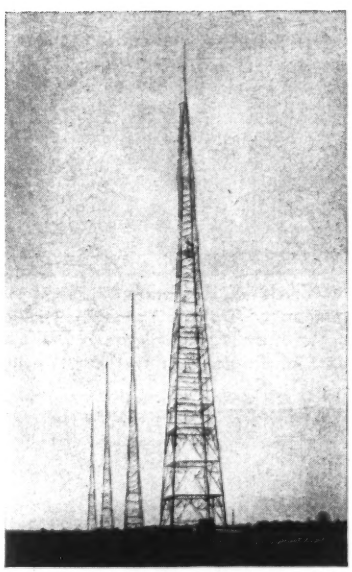


Graybar's Durham Representative, John Golden, (center) brings along Graybar Broadcasting Specialist, E. C. "Tommy" Toms (right), on one of his weekly calls on WNAO's Chief Engineer, Peter Miller.

Engineers W. F. Anderson and L. E. Rudisill set up the late evening film show on WNAO's General Precision Laboratories 16mm projectors. The FTL image orthicon camera is also used for interviews and newscasts originating "live" in a small studio here at the transmitter building.

Two engineers control WNAO's entire program schedule—slides, film, studio and network — with Federal Transmitter Control Console and Poly-Efex Scanner providing complete transmitter supervisory control and audio/video switching. Scanner includes 2 slide sources, four-channel video switcher and "special effects" section.

A COMPLETE TV PACKAGE . . . *via* GraybaR



▲ Homer Briarhopper and his Dixie Dudes warm up under a battery of Kliegl lighting equipment. In addition to these units, specially-designed for TV, Graybar also supplied wire, conduit, circuit breakers and panel boards for WNAO's complex electrical systems at both studio and transmitter locations.

◀ Four sturdy Blaw-Knox towers support WNAO's TV, AM, and FM antennae. A 1 kw FTL 20-B transmitter feeds the Federal TV antenna—power gain of 25-plus produces an ERP of 17.5 kw video and 8.75 kw audio.

▲ Chief Engineer Miller checks audio levels on Altec 250A speech input console. Distributed by Graybar, this completely self-contained unit provides all necessary monitoring, cue, audition, and signaling circuits for WNAO's audio control.

GRAYBAR CAN SUPPLY COMPLETE TV OR AM STATION INSTALLATIONS—everything needed to put you on the air . . . and keep you there.

Experienced Graybar Broadcast Equipment Specialists will be glad to help you with specifications and prices, and, if you desire, prepare a complete packaged proposal covering all the equipment needed for your particular station requirements.

Call Graybar *first*—get everything electrical when and where you need it . . . *one* source, *one* responsibility.

434-14

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR . . . *via* Graybar

Graybar ELECTRIC COMPANY, INC.,

Executive Offices: Graybar Building, 420 Lexington Ave., New York 17, N. Y. OFFICES AND WAREHOUSES IN OVER 110 PRINCIPAL CITIES.

WJNO-TV West Palm Beach, Fla., with target date Aug. 1, will have a sailfish as its trademark. Shown with their catches are Walter R. Brown (l), chief engineer, and Walter L. Dennis (r), general manager. With them is Frank Sauer, captain of the cruiser *Okeh*. The fish will be mounted for WJNO-TV's lobby.

THREE NEW TVS BEGIN OPERATION

THREE new tv stations were scheduled to begin commercial programming yesterday (Sunday) after more than a week of test pattern transmission. The new starters would raise to more than 380 the number of stations programming.

The starters are:

WHO-TV Des Moines, Iowa (ch. 13), NBC, represented by Free & Peters Inc.

WSEE (TV) Erie, Pa. (ch. 35), CBS, represented by Avery-Knodel Inc.

WDEF-TV Chattanooga, Tenn. (ch. 12), CBS, NBC, represented by The Branham Co.

This is the first local tv station for Chattanooga.

Construction will begin soon on KTVX (TV) Muskogee, Okla. (ch. 8), owned by the Tulsa Broadcasting Co., George Ketcham, promotion manager, reported. KTVX will have its tower and transmitter atop Concharty Mt., midway between Tulsa and Muskogee, he said.

WTIK-TV Durham, N. C. (ch. 11), has set fall as tentative starting time. Call letters will be changed to WTVD (TV) in June. Station is represented by Headley-Reed Tv.

WKNY-TV Kingston, N. Y. (ch. 66), was scheduled to start test patterns this past weekend. Regular programming is set for May 15, Robert Perry, director of programming, announced.

The following stations have reported they plan to begin regular programming by May 30:

WMSL-TV Decatur, Ala. (ch. 23); KQED (TV) Berkeley, Calif. (ch. 9), educational; KFXJ-TV Grand Junction, Colo. (ch. 5); WDBO-TV Orlando, Fla. (ch. 6); WGOV-TV Valdosta, Ga. (ch. 37); WGAN-TV Portland, Me. (ch. 13); WBOC-TV Salisbury, Md. (ch. 16); WKNY-TV Kingston, N. Y. (ch. 66); WCET (TV) Cincinnati (ch. 48), educational; KVAL-TV Eugene, Ore. (ch. 13); WHA-TV Madison, Wis. (ch. 21), educational.

(For details see TELESTATUS, page 113.)

Bryant Corp. Changes Name To Lamb Industries Inc.

EDWARD LAMB, broadcaster-publisher, has announced change of the name of C. L. Bryant Corp., Cleveland furnace manufacturing firm which he bought last year, to Lamb Industries Inc. with capitalization of $5 million. Stock is owned by Mr. Lamb and his family and is separate from Lamb Enterprises Inc., which holds radio-tv, newspaper and other interests.

Lamb Industries also owns White Products Corp., Middleville, Mich., water heater maker, Erie Adv. Corp. and other firms. J. Howard McGrath, former U. S. Attorney General, is executive vice president of Lamb Industries and Lamb Enterprises. Mr. McGrath is counsel for Mr. Lamb's WICU (TV) Erie, Pa., in its license renewal fight before FCC involving charges that Mr. Lamb failed to disclose alleged Communist Party ties, which associations he denied [B•T, April 12]. Fly, Shuebruk & Blume has advised FCC it no longer is associate counsel in the case.

FIRST DAY of fulltime operation by WLS Chicago April 1 signified the end of a share-time agreement with WENR after many years. Homer Courshene (l), WLS chief engineer, hands the WENR license to James E. Edwards, president of WLS Inc. The license is being returned to the FCC. WLS celebrated its 30th anniversary April 12.

RADIO 'NECESSITY', SHOLIS TELLS TEXANS

RADIO was described as a "necessity" by respondents answering the Alfred Politz Research Study sponsored by 11 leading radio stations in markets that also have television, Victor Sholis, vice president and director of WHAS-AM-TV Louisville, told Fort Worth and Dallas advertisers and agencies April 15.

Mr. Sholis spoke at a luncheon held at Dallas' Baker Hotel, with the newly-formed Dallas Assn. of Radio Stations as host.

The Politz study in markets covered by 11 major NBC and CBS radio affiliates indicated that radio is as necessary as food and shelter to the interviewees, of which 71% own television sets, Mr. Sholis said.

He defined radio as a "fourth dimension" in the lives of the American people, with listening individual in nature and the radio going from place to place with the listener. Listening is not a sit-down family affair, he said, emphasizing that members of the radio audience are active people.

Mr. Sholis, who was introduced by Harold Hough, director of WBAP-AM-TV Fort Worth, said radio is the constant companion of the American people, and its versatility makes the medium available anywhere and at anytime—an exclusive feature that is important, considering the demand on one's time today.

He was careful to make clear that the Politz study is not a thrust at television and that actually a new medium does not weaken an existing one, but acts as a prod to the older medium.

The responsibility and reliability of radio, Mr. Sholis said, was indicated in answers to one Politz question, "What would you do in a national emergency, such as rumor of war?" Some 54% of those interviewed said they first would turn on their radios for information.

AT RIGHT WING of the speakers table are (l to r) Clyde W. Rembert, KRLD-AM-TV; E. O. Cartwright, chairman of the Radio Commission of Dallas; Durward Tucker, WRR; Bill Weaver, KLIF; Charles Payne, KIXL; Jim Moroney Jr., Dallas *News* (WFAA-AM-TV); Alex Keese, WFAA-AM-TV. Dallas Assn. of Radio Stations is a newly-formed organization.

AT LEFT WING of speaker's table at luncheon given for Dallas and Fort Worth advertisers and agencies by the Dallas Assn. of Radio Stations are (l to r): William A. Roberts, KRLD-AM-TV; R. G. Terrill, KSKY; Bill Morgan, KGKO; Victor Sholis, WHAS-AM-TV Louisville, guest speaker; Harold Hough, WBAP-AM-TV Fort Worth; Martin B. Campbell, WFAA-AM-TV;

VICKSBURG BOOSTER REQUESTED BY RCA

RCA would build an experimental tv booster station at Vicksburg, Miss., to pick up programs from WJTV (TV) Jackson, 37 miles away.

PLANS for an experimental tv booster operation at Vicksburg, Miss.—to see whether a strong, Grade A uhf signal can be sprayed into the area which does not receive a good signal from uhf ch. 25 WJTV (TV) Jackson, Miss.—were announced by RCA today (Monday).

Application to the FCC for permission to establish the booster station in conjunction with WJTV was to be filed with the FCC by RCA.

The project calls for the erection of a high gain receiving and transmitting antenna on one of the bluffs overlooking the historic Mississippi River city, 37 miles from WJTV's transmitter. The site was chosen after two months of field surveys.

The received ch. 25 signal will be amplified by broadband amplifiers and fed to the transmitting antenna. It is expected that a horizontally-polarized beam of 1 kw amplitude will be directed down to the 30,000 inhabitants. Direct signal from WJTV is also horizontally polarized, but no complications are expected since the direct signal is of extremely low strength in Vicksburg. However, RCA also expects to test vertical polarization.

Except for several 70-ft. receiving antennas, the city is blocked to the ch. 25 WJTV signals because of a ridge of hills intervening between Vicksburg and Jackson.

The test project was announced by W. Walter Watts, RCA executive vice president in charge of electronics products. It will be under the supervision of Dr. George H. Brown of RCA Labs, Princeton, N. J.

WJTV is owned by Mississippi Publishers Corp. (Jackson *Clarion-Ledger* and *Daily News*). It began commercial operation in January 1953, radiating 17.7 kw effective radiated power. It has ordered a 12.5 kw amplifier from RCA for early delivery. It is affiliated with CBS and DuMont.

Activity on Increase

Activity in the booster and satellite field has been rising in recent months. It is known that General Electric Co. is surveying a site in a southern city to determine the best position for an experimental booster [CLOSED CIRCUIT, April 19].

Previously, WSM-TV Nashville, Tenn., experimented with a booster station, with vertically polarized transmissions, in the small city of Lawrenceburg, Tenn. [B•T, Jan. 19, 1953], and Sylvania Electric Products Inc., with a satellite operation in Emporium, Pa. [B•T, Aug. 24, 1953].

Both WSM-TV and Sylvania have petitioned the FCC to authorize the establishment of booster or satellite stations to "fill out" tv stations' coverage areas.

Because uhf signals do not "bend" around mountains, many uhf stations have serious shadow area problems within what should be their Grade A and B service areas. Authorization to use boosters or satellites would be helpful, it is felt in many quarters, in overcoming this deficiency.

A booster is a station which retransmits the mother station's signal on the same frequency. A satellite converts the mother station's signals to another frequency.

Do YOU Set Meat Prices?

THE HOUSEWIFE SAYS . . .

"We set meat prices? That's ridiculous! When I want meat I have to pay whatever the price tags say. True, I do shop around to make sure I get the most for my meat money, but if I don't like the prices I just don't serve meat as often."

THE RETAILER SAYS . . .

"Don't forget I shop the wholesale market for best buys, too. But regardless of what it costs, I've got to price my meat so it will move. Otherwise it would spoil. And I've got to offer good values or my customers will go to some other store."

THE MEAT PACKER SAYS . . .

"We're buying livestock and selling meat in competition with many other packers. If I bid lower than the market I don't get any livestock. And if I price my meat higher than the dealer can get it from some other packer, I don't get his meat business."

THE FARMER SAYS . . .

"When my meat animals are ready to sell, I either take what the market brings or keep on feeding the critters —and feed costs money. If the price makes raising livestock pay, I raise more animals. If it's so low that I lose money, I've got to cut back."

All these people are right. No *one* person or group can set meat prices.

But *40 million* housewives, deciding for themselves which cut is a good value and which isn't, help to determine what the price will be. Their *collective* decisions establish the *demand* for meat.

And *5 million* farmers and ranchers, who decide for themselves how many meat animals to raise and when to sell them, have an effect on prices. Their *collective* decisions determine the *supply* of meat.

Demand, matched against supply, determines price. When there is less of any kind of meat than people want, the price goes up (if it didn't retailers would run out of meat.) When there is more than people want, the price goes down (if it didn't some of the meat would spoil.)

It's an economic law, and competition among retailers and meat packers helps to enforce it.

AMERICAN MEAT INSTITUTE • *Headquarters, Chicago* • *Members throughout the U. S.*

NBC SPOT SALES, CROSLEY SIGN PACT

NBC Spot Sales will represent Crosley in Detroit and on the West Coast, while Crosley will represent the NBC Spot Sales stations in Cincinnati, Columbus and Dayton.

RECIPROCAL national sales representation arrangement between NBC Spot Sales and the Crosley Broadcasting Corp., to become effective Sept. 1, was announced last week by Crosley President Robert E. Dunville and NBC Spot Sales Director Thomas B. McFadden.

The plan provides for NBC Spot Sales to represent the Crosley properties—WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, and WLWA (TV) Atlanta—in Detroit and on the West Coast. In turn, Crosley will represent the NBC Spot Sales list of stations in the Cincinnati, Dayton, and Columbus markets [CLOSED CIRCUIT, April 5].

Crosley will continue to operate its own exclusive sales office in New York and Chicago. Crosley will not represent NBC Spot Sales clients in Atlanta, where NBC Spot Sales already has established representation.

Briefing Junkets

In preparation for the actual launching of the reciprocal representation, NBC Spot Sales account executives are visiting Crosley properties to acquaint themselves with the facilities and operational procedures of those stations, and Crosley has increased its sales force in the Cincinnati, Dayton and Columbus markets and has inaugurated a training program designed to insure the best possible representation for NBC Spot Sales clients.

Mr. Dunville said the agreement "was arrived at to effect a closer liaison between sales and client on a national level."

Mr. McFadden, who visited Crosley headquarters in Cincinnati for the contract signing, said "NBC Spot Sales approaches the reciprocal arrangement with Crosley with enormous enthusiasm."

Mr. Dunville paid tribute to Tracy Moore & Assoc. as long time representative of Crosley properties on the West Coast: "Even though we feel that the representation by Mr. Moore and his associates has been extremely profitable, it was our belief when we entered negotiations that the additional scope offered by the linking of Crosley and NBC Spot Sales would more than outweigh the fine job performed by Mr. Moore."

Harry Mason Smith, vice president in charge of sales for the Crosley outlet, joined Mr. Dunville in negotiations.

RECIPROCAL national sales representation agreement between NBC Spot Sales and Crosley Broadcasting Corp. gets going-over by principals (l to r) H. M. Smith, Crosley vice president in charge of sales; R. E. Dunville, Crosley president; Thomas McFadden, director of NBC Spot Sales, and George Henderson, WLWT (TV) Cincinnati general sales manager. Arrangement is effective Sept. 1.

EIGHTH consecutive station representation pact between KLAC Hollywood and Adam J. Young Jr. Inc., New York, is signed by M. W. Hall, KLAC president-general manager, with Mr. Young (l) and station sales manager Larry Buskett.

Joseph Weed Answers Attacks on Commercials

IN DEFENSE of tv station operators, Joseph J. Weed, president of Weed Television Corp., last week replied to "self-labelled critics of 'excessive' tv commercials who have been peppering away at station identifications and other forms of spot announcements."

Mr. Weed declared that the number of station ID's is limited by the hours in a day, but said the "multiplication-factor of commercials has grown because of network emphasis on participating and segmentized shows, offering spot-type announcements." Mr. Weed added that networks "can hardly criticize the local affiliated station for the number of local ID's and spots when the network's owned-and-operated stations in various cities utilize the formula."

Scheuer Named Gen. Mgr. For WTVI (TV) Belleville

JOHN D. SCHEUER Jr. has been named executive vice president of the Signal Hill Telecasting Corp. and general manager of its station, WTVI (TV) Belleville, Ill., Paul E. Peltason, WTVI president, announced last week. Mr. Scheuer has resigned as executive assistant to the general manager of WFIL-AM-TV Philadelphia, owned by the *Philadelphia Inquirer*, and will assume his new duties May 1.

MR. SCHEUER

Dunham to WNBF; Shakespeare Succeeds

FRANK SHAKESPEARE Jr., for the past four years account executive with CBS Television Spot Sales in New York, has been appointed general sales manager of WCBS-TV New York, effective May 1, Craig Lawrence, the station's general manager, announced today (Monday). He succeeds George Dunham, who leaves WCBS-TV to become general manager of WNBF-AM-TV Binghamton, N. Y.

Mr. Shakespeare entered the broadcast field in 1949 as assistant to the sales manager of WOR New York and the following year became New York representative of WOIC (TV) Washington, a WOR property. When WOIC became affiliated with CBS-TV and its call changed to WTOP-TV, Mr. Shakespeare joined CBS-TV Spot Sales.

MR. DUNHAM MR. SHAKESPEARE

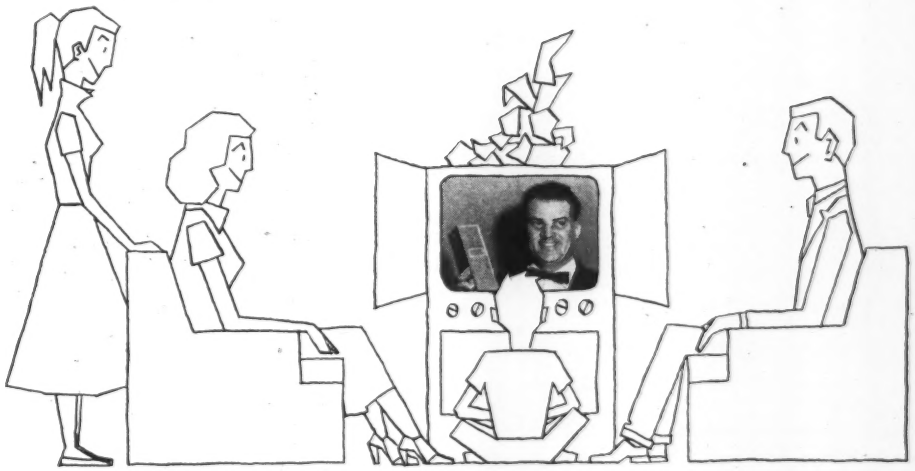
Mr. Dunham a veteran of 16 years at CBS, takes over as general manager of WNBF-AM-TV May 17, according to Cecil D. Mastin, vice president and director of Clark Assoc. Inc., licensee, and in charge of Clark's radio-tv operations.

Names Headley-Reed Tv

WGRB (TV) Buffalo (ch. 2), Niagara Frontier Amusement Corp.'s newly authorized tv station which has been signed as a basic NBC-TV affiliate [B•T, April 19], has appointed Headley-Reed Tv as its national representative. Headley-Reed is opening an office in Detroit and plans to expand its tv sales staff in New York.

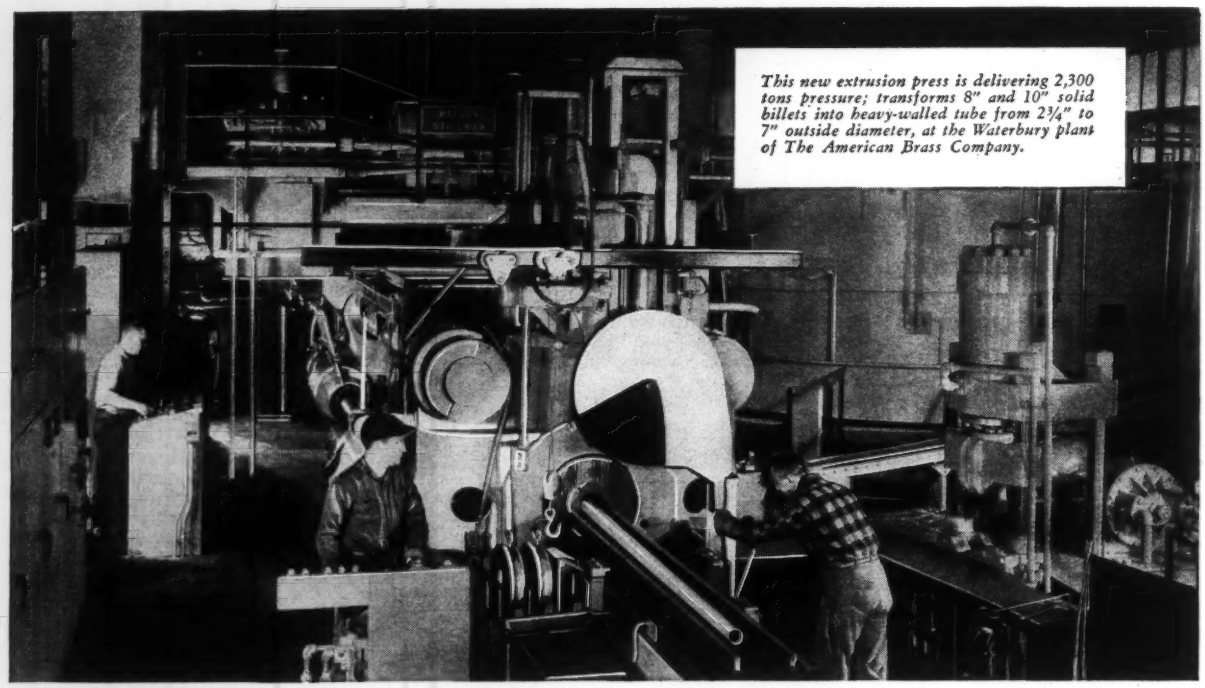
WOAI-TV
CHANNEL 4
SAN ANTONIO

the picture people prefer



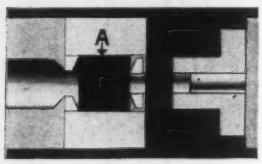
the most economical way to put your product in the **san antonio** sales picture is to advertise it on **woai-tv.** for instance, you can buy announcements in profitable morning time . . . including **"today"** and **"home"** . . . for as little as $30 less frequency discounts. sell your product in this major market of nearly 200,000 tv sets with maximum impact, low cost, on **woai-tv, nbc** affiliate.

ask **petry** for complete rates.

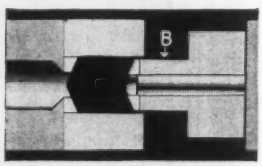


This new extrusion press is delivering 2,300 tons pressure; transforms 8" and 10" solid billets into heavy-walled tube from 2¾" to 7" outside diameter, at the Waterbury plant of The American Brass Company.

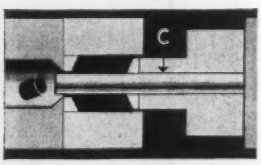
HOW TUBE EXTRUSION WORKS:



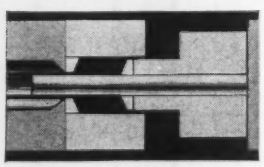
1) A heated billet of metal "A" is inserted in the press.



2) Outer ram "B" presses on the billet, holding it firmly in place.



3) Inner ram "C" pierces billet and projects through the die, ejecting part of the metal displaced.



4) Outer ram pressure on billet is increased, forcing the metal through the opening between the inner ram and the die, forming the tube.

TUBE OF 1000 USES

It's a versatile product indeed, this heavy-walled Anaconda Tube, shown here starting its journey from the giant extrusion press that shapes it into being. This tube may be made of a number of metals . . . brass, bronze, or a wide range of high-strength copper-base engineering alloys.

Its destiny may be as a long-lived condenser tube, withstanding extreme temperatures or corrosive elements in steam power plants or oil refineries. Drawn to whisper-thin sizes, it may serve as the radio antenna on your car. Or, it may end up at sea — as a heavy-duty salt water line.

To produce this talented tube in greater quantity, and in a broader range of sizes and alloys, The American Brass Company, an Anaconda subsidiary, has just installed three heavy-duty extrusion presses similar to the one shown above. With a double-action power of 2,300 tons, this mighty molder of metals typifies the "do-it-better" philosophy that underlies all of Anaconda's efforts to serve American industry.

54290A

ANACONDA
COPPER MINING COMPANY

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

features

- **Milwaukee: testing ground for uhf-vhf competition. Page 76.**
- **Why uhf operators want another tv freeze. Page 80.**

You've Got To Go Out To Make Sales

THERE's nothing wrong with radio sales—even in a heavily saturated tv market—that concentrated calls on potential clients won't cure. That's the opinion of John Stilli, sales manager of KDKA Pittsburgh, a Westinghouse station. To give substantial backing to Mr. Stilli's conviction, the books of KDKA show that the first three months of 1954 brought more business to the station than any other local sales quarter in KDKA history. Local sales during that period were 47% higher than they were at the same time in 1953.

Radio business and radio results are so good in the station's area that KDKA last week announced widespread rate increases. The new rate card, which is effective May 3, sets the 6:30 a.m. to 6 p.m. period as Class A time, with a one-time rate for one-minute announcements of $60. On the present card, the one-minute rate for the 6:30-7 a.m. period has been $30 and for the 7 a.m. to 6 p.m. period, $50.

The period 6-8 p.m. is established as Class AA time, with a one-minute announcement rate of $95. The 8-10:30 p.m. period is set as Class A time with a $60-per-minute rate. Formerly, minutes in that period were sold for $95. Contracts signed before the new rate card becomes effective will be on the old rate. Current advertisers will be given 26 weeks protection. In announcing the new rate card, Mr. Stilli pointed to the increased use of the station by local advertisers in the first quarter of this year.

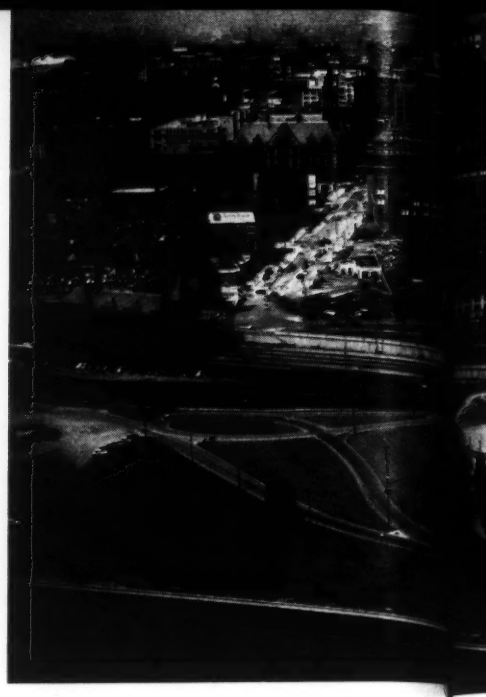
This record was set in the immediate Pittsburgh area where tv penetration is 80%. In other localities covered by the KDKA signal, television penetration is almost as extensive. Mr. Stilli feels that too many radio outlets in tv markets such as Pittsburgh are suffering more from fright than from the actual competition. "We are working harder for business at KDKA than ever before," Mr. Stilli says. "Every good radio station in the country has a sales story to tell, but too few are telling it."

In the first quarter of 1953, KDKA was selling local time to six Pittsburgh advertising agencies. One year later, 15 other local agencies were buying time from the station in addition to the original six. Another phase of the business followed the same pattern. Eighteen local accounts were on KDKA during the first quarter of 1953 compared to 46 in that period of this year.

In the local advertiser group, there have been some sizable dollar-volume increases in the past year. Hamburg Bros., radio-tv and appliance distributor, is up 71%. Last year the firm bought only spots. Today it sponsors a KDKA 15-minute sports show six nights a week. In another instance, the station signed a beer client, Rolling Rock, which had not used KDKA in many years. Now, that company is buying four five-minute news shows on the hour six nights a week.

Station attributes the increase in local sales to "tailor-made" presentations. They are not elaborate but, as Mr. Stilli puts it, "they talk to the point." The sales staff at the station does not simply try to sell time. Each man is trained to acquaint an advertiser with the advantages of using radio.

"We can't just tell an advertiser, 'We have time for sale. You want to buy?'" Mr. Stilli believes. "For us and for every other radio station, selling is a matter of telling an advertiser reasons why he should buy."



UHF ON TRIAL

This Milwaukee station is in the black, but can it stay that way when more vhf's come to town?

IN THE Senate Communications Subcommittee hearings on uhf, which begin May 4, one of the principal witnesses is certain to be Lou Poller, biggest stockholder and president-general manager of WCAN-TV on ch. 25 in Milwaukee.

In one sense Mr. Poller's testimony will be unique; he will be speaking as an operator of a uhf station which has a desirable network affiliation, is in a major market and can show a balance sheet that not a few vhf operators would envy.

In another sense, his story will be somewhat commonplace; unless he unexpectedly departs from a line of argument which in recent months he has been vigorously advancing to any listener he could collar, he will tell the subcommittee that the government must do something to help uhf or his station will go down the drain.

Mr. Poller sees no inconsistency between the facts of the present and the fears of the future. He is making money now, he believes, because of a competitive situation which is only temporary. Once that situation changes, he has repeatedly said, the roof is apt to fall in. Mr. Poller is not one to wait for the house to burn before sounding an alarm. At the moment it would take a keen nose to smell smoke in Milwaukee, but Mr. Poller already can see a wall of flame. It is time, he is sure, for the government to send out all the pumpers and hose-trucks it can muster.

Is there justification for Mr. Poller's jitters or are they the natural affliction of a man of his unusually aggressive energy? To some degree, both questions may be answered in the affirmative. But however sound or groundless Mr. Poller's fears for uhf, there can be no doubt that Milwaukee will be carefully watched as a testing ground of uhf *vs.* vhf competition.

WCAN-TV went on the air Sept. 6, 1953, against the formidable competition of WTMJ-TV, a pre-freeze station on ch. 4, owned by the *Milwaukee Journal* and managed by Walter Damm, one of the most experienced broadcasters - telecasters in America.

In a way, the tremendous success of WTMJ-TV was a help to WCAN-TV. As the only outlet in a top market, WTMJ-TV had been unable to supply network advertisers with all the time they demanded. As a basic NBC-TV affiliate, WTMJ-TV was obliged to give first preference to NBC-TV shows. That left some of the biggest CBS-TV sponsors without a television outlet in Milwaukee and others with what they regarded as undesirable time.

Mr. Poller set about the job of admitting more CBS-TV advertisers to Milwaukee at more highly regarded times. He personally solicited a number of important CBS-TV accounts in New York, persuading them to put their network shows on his station.

The valuable CBS-TV franchise, which has given Mr. Poller network revenue ($17,434.55 last month) and high-rated programs, might not have gone to a uhf outlet if there had been prospects of more vhf's going on the air in Milwaukee in the near future. The v's, however, were blocked.

Milwaukee Allocations

In the FCC's original allocations, only two other vhf channels were marked for Milwaukee, and one of them was reserved for non-commercial, educational use. The other, ch. 12, is the object of a four-way contest among Wisconsin Broadcasting System Inc. (WFOX Milwaukee), Milwaukee Broadcasting Co. (WEMP), Milwaukee Area Telecasting Corp. and Kolero Telecasting Corp. The contest is still in the hearing stage.

After the original FCC allocations, the Commission moved vhf ch. 6 into Whitefish Bay, which is only six miles from downtown Milwaukee. Three applicants are after that one, Hearst Corp. (WISN-AM-FM Milwaukee), Cream City Broadcasting Co. (WMIL) and Independent Tv Inc. Hearings on that have not even started yet.

For the time being Mr. Poller has the protection he believes he needs against added vhf competition. What troubles him is that eventually the protection will be lost. One of his biggest worries is whether he can keep his CBS-TV affiliation, with its revenue and audience-building programs, when more vhf's come to town. Of particular concern to him is the possibility that WISN will win the grant for ch. 6.

He has formally alleged that WISN, as a CBS Radio affiliate, has a first-refusal deal for a CBS-TV affiliation in the Milwaukee area if it should be granted a tv permit. If CBS-TV were to go elsewhere, WCAN-TV would admittedly be left with an enormous hole to plug in its program schedule.

Chances are that WCAN-TV would be stranded without CBS-TV. The station's chances of wresting NBC-TV from WTMJ-TV are too small to consider; the NBC association with the *Milwaukee Journal* properties goes back years. The other two national networks, ABC and DuMont, now have affiliation agreements with the other uhf station in the market, WOKY-TV on ch. 19.

Whatever the future of WCAN-TV, the present is nothing but good. As the profit and loss statement of the station on the opposite page shows, the first quarter of this year turned up a comfortable profit which is increasing monthly.

Whether any other uhf station can match WCAN-TV for revenue and earnings is extremely doubtful. The only contender might be KPTV (TV) Portland, Ore., which was billing at the rate of around half a million dollars a year as of last September (see "The Portland Story," B•T, Sept. 28, 1953), and may have increased its volume since then.

The WCAN-TV billings are the result of a hard-selling campaign to build a uhf audience and win uhf advertisers.

The first trick was to build an audience. When WCAN-TV received its ch. 25 grant in February, 1953, there were 450,000 tv sets in the area—all tuned to receive only vhf.

Today WCAN-TV claims more than 300,-

Milwaukee, famed for beer and (more recently) baseball, has long been one of the most important industrial centers of the U. S. Today it is also the testing ground of uhf television. In this mid-America city, stretching west from Lake Michigan (foreground of picture), an important decision in the case of uhf is destined to be made.

000 sets that can receive its uhf signal. That amounts to a conversion rate of 65% in the WCAN-TV coverage area. Mr. Poller dismisses occasional criticism that the figures may be optimistic by predicting that there will be 100% conversion in the station's area in another four months.

When a tv station entices viewers, it's almost axiomatic that it will be able to sell time. And when a station sells time, it ought to be making a profit.

WCAN-TV is making a profit. It is billing $100,000 a month, according to Mr. Poller, and it is making a net profit, before taxes, of $20,000 a month. Mr. Poller anticipates total billings in 1954 to be $1.5 million.

WCAN-TV came into being after Mr. Poller and his associate, Cy Blumenthal, bought the then ABC-affiliated, 5 kw WCAN Milwaukee (on 1250 kc) in June 1952.

Both of them had come up through the ranks of broadcasting. Mr. Poller in 1945 had built WPWA Chester, Pa., and, with Mr. Blumenthal, had bought WARL Arlington, Va. (in the Washington, D. C., metropolitan area), soon thereafter. Mr. Poller is the majority stockholder in both WCAN-AM-TV and WARL-AM-FM. He owns WPWA outright in his own name.

Shortly after the acquisition of the Milwaukee am station, they filed a tv application for ch. 12, which then had three applicants awaiting a hearing. After much stocktaking, the application was amended to ask for ch. 25, for which no one was applying. The FCC authorized that grant in February last year.

There were sound reasons for this move to the uhf channel which apparently was going begging.

Milwaukee, the country's thirteenth market, with a population approaching 1.5 million, had but the one vhf station in operation. The other allocated vhf channel then, ch. 12, had four applicants, and the final decision looked at least two years off, if not longer.

Therefore, if a uhf station could get

WCAN-TV's FIRST QUARTER PROFIT & LOSS

	Three Months Ending 3/31/54	Month of March, 1954
Sales Local Spots	$ 53,050.15	$ 22,922.36
Sales Local Programs	45,653.67	16,629.50
National Spots	48,764.13	20,986.47
National Programs	17,681.35	6,971.70
Network Sales	44,043.85	17,434.55
Sale of Film	21,738.95	6,718.75
Sale of Production Facilities	3,373.19	1,898.39
Sale of Talent	11,551.98	4,870.00
Network Cut-ins	795.00	198.75
Sale of Art Work	266.55	136.05
TOTAL SALES	246,918.82	98,766.52
DIRECT EXPENSES		
Agency Commissions	24,898.34	9,986.92
Cost of Talent	6,976.45	2,360.50
Cost of Film	26,998.92	8,109.34
Cost of Production Props	641.48	155.08
Cost of Production Art Work	700.48	118.85
Cost of 'Regal Program'	2,463.81	880.95
Frequency Discount	135.21	135.21
TOTAL DIRECT EXPENSES	62,814.69	21,746.85
Operating Income	184,104.13	77,019.67
EXPENSES		
Technical Expense	38,352.43	14,672.28 [1]
Programming Expense	17,734.85	6,112.64
Sales Expense	16,776.33	9,347.92 [2]
General & Admin. Expense	43,799.36	18,816.83 [3]
Depreciation Expense	24,000.00	8,000.00
TOTAL EXPENSES	140,662.97	56,949.67
Net Profit for Period	**43,441.16**	**20,070.00**

[1] Includes new equipment installation.
[2] Includes advertising & sales promotion $4,485.88
[3] Includes legal expense $8,808.26

WCAN-TV's DETAILED OPERATING EXPENSES

	3 Months Ending 3/31/54	Month of March, 1954
TECHNICAL EXPENSES		
Technical Salaries	$27,071.40	$ 9,859.14
Rent—Transmitter Site	1,500.00	500.00
Light & Heat	2,090.10	1,402.07
Tubes	5,327.55	2,389.22
Technical Supplies	273.19	50.18
Outside Engineering	846.30	....
Maintenance & Repair	79.91	41.15
Other Technical Expense	567.73	231.77
Transmitter Line	596.25	198.75
Total Technical Expenses	**38,352.43**	**14,672.28**
PROGRAMMING EXPENSES		
Programming Salaries	12,842.91	4,238.51
Rent—Studio	1,699.98	566.66
Royalties & License Fees	1,860.84	736.60
Equipment Rental	598.00	260.00
News Service Sustaining	640.38	295.56
Maintenance & Repair—Studio	51.74	8.31
Other Programming Expense	41.00	7.00
Total Program Expenses	**17,734.85**	**6,112.64**
SALES EXPENSES		
Sales Salaries	1,908.85	800.00
Sales Commissions—Local	5,934.00	2,654.00
Sales Commission—Station Rep.	1,308.04	1,308.04
Advertising	4,730.27	3,360.96
Sales Promotion	2,627.17	1,124.92
Sales Entertainment	8.00	....
Sales Travel Expense	260.00	100.00
Total Sales Expense	**16,776.33**	**9,347.92**
GENERAL ADMIN. EXP.		
General & Admin. Salaries	5,992.70	2,174.00
Executive Salaries	3,606.70	1,371.00
Rent	840.00	280.00
Light & Heat	209.06	116.36
Telephone & Telegraph	2,590.59	821.48
Stationery & Supplies	848.95	497.47
Entertainment	1,581.79	411.85
Travel Expense	2,329.26	1,027.90
Building Maintenance	295.53	103.25
Water Rent	91.25	90.55
Auto Repair & Maint.	152.20	10.00
Gas & Oil—Auto	123.53	32.33
Postage	496.05	223.43
Freight & Express	1,057.42	419.25
Dues & Subscriptions	540.60	....
Interest Expense	2,832.17	885.71
Legal & Auditing	15,113.91	8,808.26
Property Tax	239.51	87.50
Office Equipment Repair	13.90	8.70
Gifts & Contributions	395.58	....
347 Madison Avenue*	560.64	....
Other General & Admin.	1,840.89	725.86
Insurance Expense	900.00	300.00
Payroll Taxes	1,147.13	421.93
Total General & Admin. Expenses	**$43,799.36**	**$18,816.83**

* New York sales office

going and bring Milwaukee residents another program service, it might engender enough of an audience to pay off—in viewers and in advertising.

First, the public had to be taught that another station was on the way and that, although it was to be uhf, it was still television.

To this end, while the station was abuilding, WCAN-TV began promoting itself—to the tune of $50,000 in six months.

It hired an airplane to tow a banner, for $3,750. It plastered billboards with heralds, at a cost of $8,500. It ran regular newspaper advertising, spending $15,000, and magazine advertising, for $6,800.

It wooed set distributors, dealers and servicemen. It held a giant rally shortly after it received its construction permit. It held special dinner meetings with key set distributors and dealers and servicemen. It converted to uhf the tv receivers owned by advertising agency executives and advertisers. It spent $12,000 on this phase of its promotion.

Officials of WCAN-TV appeared on its companion WCAN regularly to talk about the forthcoming WCAN-TV. They made as many public appearances as they possibly could before civic organizations, businessmen's clubs, and other associations.

The buildup convinced a lot of tv set owners. On Sept. 6, 1953, when WCAN-TV began its regular operation, there were 70,000 uhf sets in the area, Mr. Poller claimed.

It's all very well to run a good promotion, but advertising never pays off unless there is a good product involved. To this end, WCAN-TV executives set two goals:

The picture must be good and the programs must be worth looking at—must, in fact, be good enough to attract viewers.

Roof-Top Antenna

There wasn't —and still isn't—high power in the uhf band. At the instigation of its consulting engineer, Ben Adler (Adler Communications Labs., New Rochelle, N. Y.), the station chose an antenna site that was the highest available in Milwaukee proper. This was the 25-story Schroeder Hotel, which rose 290 ft. above the ground. On the roof of the hotel was placed WCAN-TV's 387-ft. tower. This put WCAN-TV's antenna 677 ft. above the Milwaukee streets—and gave it the height necessary to serve the market with a good, strong signal.

The cost of putting that antenna where it is ran $101,000, which broke down to $43,000 for reinforcing the roof, $21,000 to erect the tower, $22,000 for the tower itself, and $15,000 for the antenna.

It cost $700,000 to put WCAN-TV on the air, according to Mr. Poller. Earlier this year, a 12 kw transmitter was put into operation, which pushes WCAN-TV's 212 kw signal out 60 miles from its antenna site, the station claims. Just a few weeks ago, a set of remote camera chains was received for use on remotes or in the station's second studio, just completed. On order, with GE, are a new antenna, wave guide, color equipment and a 60 kw transmitter (which will allow the station to radiate the maximum 1,000 kw permitted uhf stations by the FCC). This means a total extra investment of $600,000 has been pledged for WCAN-TV.

The engineering is under the direction of

Jack Krause and Wally Wesley, who boned up on television in the months before the WCAN-TV grant.

To meet its programming criteria, WCAN-TV hired Elmer Jaspan from WPTZ (TV) Philadelphia, one of the half-dozen pre-war commercial stations. Using the WCAN program department staff, Mr. Jaspan organized the television program department and had his team in dry runs before the station went on the air.

The heart of WCAN-TV programming, of course, is the CBS-TV schedule. The station has an optional basic affiliation with CBS-TV, meaning that it still has to sell individual CBS-TV advertisers on the merits of buying WCAN-TV in their network lineups.

Because WCAN-TV is an optional basic network station, and finds holes in its program structure from time to time, it invested heavily in film features. Although it was a hard struggle to impress film salesmen that WCAN-TV could not pay what was considered the prevailing rate for Milwaukee (based on WTMJ-TV's then $950 basic hour rate), the point was finally made. WCAN-TV has bought many film packages at a $200 rate.

One month after it began regular operations, WCAN-TV was operating a 17-hour day, from 7 a.m. to midnight. It had a crew of 44 on its staff, using one large studio at 723 N. Third St., two live cameras, two film and slide camera chains, and a Telop. Expenses ran $2,000 a day. The first rate card called for $300 an hour for Class A time.

Seventeen-Hour Day

Today, WCAN-TV is still operating a 17-hour day, beginning with CBS-TV's *Morning Show* and continuing to about midnight or after with its late movie show. On Saturdays, it begins operating at 10 a.m. and runs to about 1 a.m. Sunday with a late movie show. On Sundays, it starts broadcasting at 11:30 a.m. and runs to midnight.

Of these 112½ hours weekly, the network supplies 33%, local film accounts for 47% and local live for 20%.

As of May 1, the WCAN-TV rate card will call for $500 for Class A hour time; the network rate went up to that figure in February.

The station now has two studios and employs 52 people.

Right now revenue is running at around $100,000 a month. Of that, network revenue accounts for around $17,500, national, spot about $27,800, local about $39,500. The rest comes from sale of film, production facilities, talent and lesser items.

After deductions for agency commissions, talent costs, production costs and frequency discounts, operating income is in the order of $78,000 a month.

Operating expenses run about $57,000 a month, leaving the station with slightly more than $20,000 a month profit before taxes.

If Mr. Poller's prediction of $1.5 million total billing for 1954 turns out, it will mean that profits should run somewhat ahead of the $20,000 a month figure in ensuing months. All in all, WCAN-TV stands to have a very healthy year.

But, as Mr. Poller would be the first to point out, it's not this year that worries him.

POLLER'S DIAGNOSES AND PRESCRIPTIONS

Here's what he says is wrong with uhf and what he thinks should be done to improve its health. Somewhat similar thinking shows up in the formal "Memorandum of Discussions" drawn up by the uhf strategy committee for presentation to the Senate hearings next week (see next page).

DESPITE the present health of his own uhf station, WCAN-TV Milwaukee, Lou Poller has been in the forefront of the campaign for greater protection of uhf.

He was instrumental in forming the Ultra High Frequency Assn., which a fortnight ago petitioned the FCC to put tv back in a freeze. He has appealed to the U. S. Court of Appeals to stay the FCC's allocation of ch. 6 to Whitefish Bay, the Milwaukee suburb.

In petitions to the FCC and to the courts, as well as in public statements, Mr. Poller has emphatically diagnosed uhf's troubles and prescribed a number of cures. In essence, these are Mr. Poller's ideas on uhf and its problems:

In the first place, the audience already in existence is equipped for vhf. To get uhf each must spend from $25 to $100 for converters and new antenna installations. Where there is only one vhf station operating, the additional programs offered by a uhf station, particularly where there are network shows involved, merit the additional expenses in the eyes of set owners. However, where there are two or more vhf stations operating, the uhf outlet can offer little incentive to get set owners to convert.

Added to this is the natural reluctance of networks to affiliate with a uhf station which has little or no audience.

This unhappy state of affairs is true whether the particular market has two or more vhf stations operating within its confines or whether the signals of nearby vhf broadcasters enter the area from outside. It is the number of vhf signals that the uhf station operator has to compete with that counts.

This latter is the reason uhf stations have protested vigorously against changes in transmitter locations by existing vhf outlets which, with high powers and taller towers, would permit them to cover several independent markets.

The corollary to this is the addition of extra vhf operations in markets which have one or no operating vhf. Undoubtedly, the uhf operator will make out before the vhf stations enter the picture, but once the current vhf hearings are resolved (and most of them are likely to be completed this year), the uhf operator who has broken his back to make his potential audience uhf conscious will find himself overwhelmed by the vhf stations' greater power and coverage area.

For, unfortunately, tv manufacturers are still making vhf sets in abundance. For uhf markets, manufacturers incorporate a uhf tuner, or in some instances put out a receiver with an all-wave, vhf-uhf tuner. But, the price of uhf-equipped receivers is higher than that for a vhf-only set; from $25 to $50 more. And, for uhf, a special antenna is needed, which must be skillfully installed.

So much for the audience.

What about power for the station?

The maximum permissible radiated power for uhf, established by the FCC in order to equalize vhf-uhf coverage and signal strength, is 1,000 kw. For this, transmitters with a rated power of 50 kw are needed. But, as of today, manufacturers have only attained a peak of 12.5 kw and 50 and 60 kw transmitters are still a year or two off.

Meanwhile, vhf stations can get 50 kw transmitters which permit them to radiate the maximum 100 kw permitted for chs. 2-6, and 316 kw permitted for chs. 7-13.

Yet, uhf is needed to make television "a truly competitive, national system." The phrase is that used by the FCC and, if true, the FCC must protect and enhance the worth of uhf stations.

If it isn't true, then the FCC ought to abolish uhf and re-assign the present uhf operators to vhf channels.

But, on the assumption that uhf is required to make television truly nationwide and competitive, the FCC has a responsibility to uhf operators.

In order to aid uhf operators, the FCC should hold up on vhf grants—at least until uhf stations are well established. The Commission's procedure which permits "quickie" vhf mergers and grants is unfair to those who have invested substantial sums in uhf television.

Few markets can support four stations. Few stations can exist without network programs. Advertisers are not going to subsidize a station without an audience. Therefore, allocations in excess of three channels to each market are unrealistic. The competition created by excess stations is not in the public interest, since none can do a first class job.

Why Uhf Operators Want Another Freeze

TO make the best possible presentation to the Senate Commerce Subcommittee on Communications, which is scheduled to delve into "the status and development of the uhf channels in the U. S." beginning May 4, a group of uhf tv operators and grantees gathered in Washington two weeks ago and formed themselves into the Uhf Industry Coordinating Committee. This group includes representatives of the Ultra High Frequency Assn. as well as of other segments in the uhf field (see news story this issue).

The genesis of the committee was a meeting of uhf broadcasters in Charlotte, N. C. Discussions there, and at the Washington meeting, which included additional uhf operators, were pulled together in the following "Memorandum of Discussions," reprinted in full herewith. This paper is the basis on which uhf broadcasters will hammer out their final approach before appearing at the Senatorial hearing.

The "Memorandum" makes three significant points:

(1) That American public interest demands the preservation of existing tv stations as a competitive force and that the existing vhf channels are inadequate to insure a nationwide competitive television system. Concomitant with this are the financial and economic stakes of uhf broadcasters, station personnel, distributors, dealers, servicemen and manufacturers.

(2) That the policy of intermixing vhf and uhf channels in the same markets was misguided and that a new proceeding should be instituted immediately to revise the allocation table to equalize the competitive status of vhf and uhf broadcasters.

(3) That until a revised allocation plan is adopted, no further television grants should be made, nor should any changes in existing stations be permitted.

IT IS an indisputable fact that any solution of the economic problems of uhf broadcasters must recognize as basic, the proposition that the American public has a vital and most tremendous stake in a truly nationwide competitive television system. No consideration of public interest transcends in importance the necessity for such a system of television broadcasting. The alternative to such an end is a situation which our system of free enterprise abhors, namely, monopoly.

The attainment of the required competitive system must be directly based upon a sound allocation plan for the assignment of television channels throughout the United States. This was the basic objective which the FCC attempted to achieve by the allocation system set up in its Sixth Report and Order. Difficulties which since have arisen have not disproven the soundness of the basic objective; however, experience has shown that the assumptions upon which that particular allocation was based were and are unrealistic.

In considering the many problems which have beset uhf, it is now clear that with the present allocation system, the ability of uhf stations to achieve the equality of competitive opportunity with vhf stations was greatly overestimated. Therefore, uhf, in its current stage of technical development, is economically vulnerable. A correction of the situation must be predicated upon all the now known facts.

These considerations were predominant in all of the discussions among the uhf broadcasters who have met in anticipation of the Senate subcommittee hearings. An attempt has been made to arrive at the widest possible listing of all of the factors now known that may bear upon possible remedies. It is not suggested that these matters are all-inclusive. Many uhf broadcasters familiar with the problems will undoubtedly suggest others. But in the interest of apprising all broadcasters who have a vital stake in seeking a solution, those problems which have been discussed at some length are set forth herein.

A. Transmitter Power

In its allocation plan, the FCC attempted to give uhf equality of coverage by providing that uhf stations would be permitted to operate with roughly ten times as much power as was required for vhf stations on channels 2 through 6 and with more than three times as much power as was required on vhf channels 7 through 13. The objection that transmitters with such power would not be available was met by the FCC with a finding that there was "evidence that it will be possible to operate stations in the uhf band with 400 kw radiated power by the time that authorizations are issued for such stations." The Commission also found that the unavailability of uhf transmitting equipment with the necessary power would only "temporarily handicap" the development of uhf. The evidence upon which these findings were based was given by technical experts approximately three years ago. The plain fact is that today there is yet to be manufactured a transmitter capable of an output of greater than 250 kw of radiated power. There is not even in prospect a possibility that uhf transmitters capable of 1,000 kw ERP will be available in the foreseeable future. The unavailability of adequate transmitters is a handicap additional to the greater proportionate cost which such transmitters would involve as compared with vhf transmitters capable of providing comparable coverage. Further, it cannot be accepted as a certainty, even if uhf transmitters with the specified power become available, that comparable coverage would be attainable in relation to vhf transmitters of far less power.

B. The Receiver Problem

The Commission's allocation plan was based upon the expectation that receivers for adequate reception of uhf stations would be available and in circulation within a period of time which would enable uhf stations to procure the necessary audience for effective competition with vhf stations. The Commission relied upon "abundant evidence as to the feasibility of adapting existing receivers or building new ones which will be capable of receiving signals on all television channels." Experience has proved that this expectation was unrealistic in view of the following factors:

1. The high cost of conversion of vhf receivers with which large areas of the country have been saturated.

2. The continued manufacture and sale of receivers capable of reception of vhf stations only.

3. The great price differential between uhf all-channel receivers and vhf-only receivers.

4. The manufacture of uhf converters and receivers having no standard intermediate frequencies is resulting in degradation of quality of the signal due to interference from the signals of other services.

5. The failure to manufacture a RF amplifier tube practical for uhf home receivers, which is necessary for reception of a signal of adequate quality; as a result, a satisfactory uhf all-channel receiver has never been built.

All of the foregoing factors have resulted in dealer apathy to the stimulation of sales of uhf receivers, public apathy to the purchase of such receivers, and advertiser resistance to the sponsorship of high quality programs on uhf stations.

C. Economic Consequences of Present Allocation System

Stations can survive or succumb in accordance with their ability to obtain the necessary revenues for operation. This, in turn, depends upon the availability of programming of a sufficiently attractive nature to stimulate public acceptance of the station. A vicious cycle is created by the unavailability of adequate receiver and transmitting equipment because the inability of uhf stations to obtain the necessary coverage blocks uhf stations from obtaining sponsored high quality programming.

The life blood of any television station under today's conditions is the availability of adequate network programs. Networks are interested in the lowest cost per 1,000 sets, and consequently they invariably favor competitive vhf stations. Experience has shown that even though a uhf station with

The show must go on . . .

And this sponsor's show will—even though the star does seem to be tied up for a while. Someone, you see, had the foresight to **SHOOT IT ON EASTMAN FILM.**

For complete information—what film to use, latest processing technics—write to:

Motion Picture Film Department
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East Coast Division
342 Madison Ave.
New York 17, N. Y.

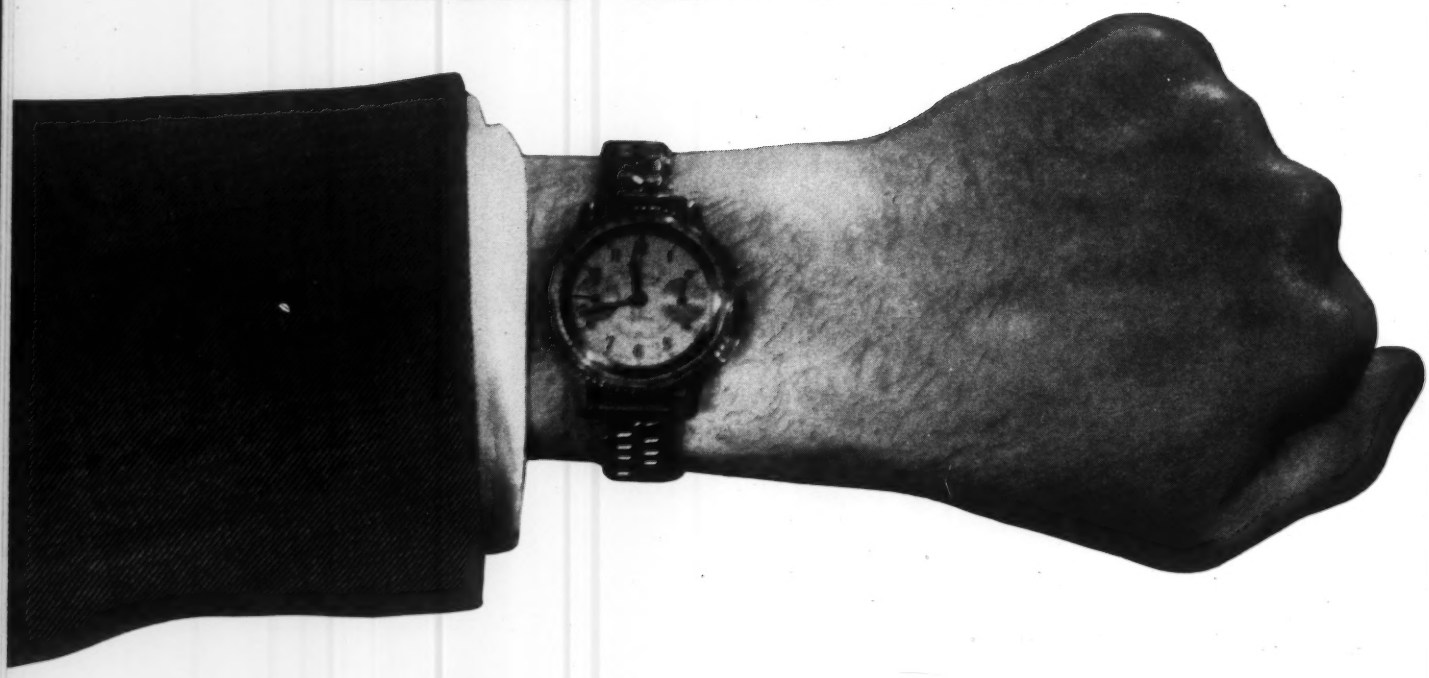
Midwest Division
137 North Wabash Ave.
Chicago 2, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

Agents for the distribution and sale of Eastman Professional Motion Picture Films:

W. J. GERMAN, INC.,
Fort Lee, N. J.; Chicago, Ill.; Hollywood, California

there isn't time



for 'em all

TICK-TOCK . . .
TICK-TOCK . . .

(*Excerpt from a letter to a friend who is in the broadcasting business.*)

Dear Jim:

. . . However, ignoring all the other things I've said to you in the previous pages, I just can't blame Betty for complaining.

After all, she was your assistant at Shawl & Urner before you married her and what she doesn't know about radio and television you could engrave on the head of a pin.

Maybe I'm sticking my neck out, but Betty's right: She said to me, "*Please* tell Jim to take home BROADCASTING • TELECASTING every Monday night. Gosh, even *I* know that any news that *is* news is in B.T."

That's so, Jim. As far as I'm concerned, BROADCASTING • TELECASTING's my Bible and 75,956 weekly readers of its sparkling pages will back me up on that.

Jim, there isn't a hotter thing in the business every Monday morning than B. T. Its pages and columns and photos and features *zing* with news.

And that's why its advertising pages roll in results by the carload. I ought to know—I've used pages and spreads in that grand old book almost since it was born!

Anyway, to close my big mouth, suppose I finish this letter with a few parting shots. . .

Let's face it, Jim. We're all too busy to read everything. No one has time to read 'em all.

Those 76,000 who turn to B. T. every week can't be wrong. They get *believable* news when it *is* news. They get the *must* features, keyed to the news. They know that the boss was weaned on B. T. and that it's *his* paper; has guts enough to say what it thinks.

You can sail through those crisp pages of B. T. every Monday and get all the news that's fit to read.

YOU'RE NOT READING ALL OR SELLING ALL
IF YOU'RE NOT READING ALL AND SELLING
ALL IN THE SPARKLING PAGES OF . . .

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New York • Chicago • Hollywood • Toronto . . .
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P. S. They said at school that readership follows leadership. And so does business. Guess that's why B. T. is the hottest ad book too. Jim, ask them to send you the figures produced by outfits like Fact Finders Associates, International Public Opinion Research and American Research Bureau. They tell a wow of a story.

WJHP-TV

CHANNEL 36 IN JACKSONVILLE

WJHP-TV HAS TOP NETWORK (ABC, NBC, DuM) AND LOCAL PROGRAMMING . . .

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(estimated 42,600 sets — national research survey soon . . .)

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Network co-ops, local shows, and top spot adjacencies in all time classes.

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a network affiliation has been established in a community for some time, whenever a new vhf station comes into that market it is able to obtain the network affiliation. Many uhf stations which have a network affiliation do not even have the first call on all the programs of their network and they find the better programs taken away from them to be broadcast over a vhf station. This frequently happens in cases where the vhf station is not even located in the same market as the uhf station, but is in a separate city. The situation has been complicated in many instances by the fact that vhf stations have been permitted to locate their transmitters at a point removed from the community to which the channel has been allocated. Such moves have been prompted by the desire to obtain desirable network affiliations which would not be obtainable in the market to which the channel was assigned, and have resulted in serious detriment to uhf stations located in the different market to which the move is made. The network problem has been further complicated by the fact that in a given market, existing vhf stations are given the opportunity to carry all of the choice programs of all networks even though such programs cannot be carried at the time originally broadcast. This results in unavailability of any of such programs to any of the uhf stations in the same market which might have carried them live at the time of broadcast. These problems, of course, stem from the basic receiver and transmitter problems which give rise to an inability to obtain circulation comparable to that of vhf stations.

Uhf Problems Exploited

The inadequacy of uhf coverage, cost of conversion, and the other problems pointed out above are frequently exploited by vhf operators to the further detriment of uhf stations. Thus, the competitive efforts of those interested in vhf are frequently directed to playing up such inadequacies and the extra investments required by the public to enable them to receive the uhf stations in the area.

The difficulties of uhf operators are compounded by the burdens of paying the great cost of equipment. While equipment may be purchased on a deferred credit basis from the manufacturer, the credit terms extend over a relatively short period which is not realistically geared to the period of time which uhf operators necessarily require to become established and to overcome their existing handicaps. These handicaps, of course, make more difficult the availability of adequate credit terms from normal banking sources, because of the risks involved.

It was possible for the Commission to make grants of large numbers of uhf authorizations because of the absence of conflicting demands for such channels as compared to the demands for vhf channels. In the major markets of the country, the number of applicants for the scarce vhf channels portended proceedings of extensive duration which it was assumed would give uhf operators a fair chance to become established and minimize the existing competitive handicaps before additional vhf competition in those markets could be authorized. Commission procedures which are designed to eliminate conflicts through the encouragement of merger of applications and so-called "overnight" grants have intensely aggravated the difficulties of uhf stations, particularly in intermixed markets.

These merger efforts are now proceeding at an almost frantic pace in practically all of the cities in which competitive proceedings remain. Preliminary inquiries made by the Uhf Industry Coordinating Committee reveal the serious plight of uhf stations in many of the intermixed markets. It is not an understatement that, unless adequate measures are promptly instituted, the extinction of many additional uhf stations is threatened, and the entire problem of survival of uhf stations in intermixed markets and maintenance of any adequate competitive television service in these markets will have been rendered academic.

The foregoing problems impelled the present members of the Uhf Industry Coordinating Committee to reach certain conclusions which are reflected in the following program:

1. The paramount consideration of public interest which should be recognized by the Senate Subcommittee is that the American public has a vital stake in the preservation of existing television stations as a competitive force in the industry. This consideration is based upon the basic governmental determination which is implicit and explicit in the nationwide television allocation report and plan that the existing vhf channels are inadequate to assure the attainment of a truly nationwide competitive television service. Pertinent to this general public interest factor are the great financial and economic stakes of uhf broadcasters, uhf station personnel, and television dealers, distributors, servicemen, and manufacturers.

2. Bitter experience has now conclusively proved that intermixture of uhf and vhf channels in the same market was based upon a misguided, though sincere, faith in the ability of uhf stations to achieve competitive equality of opportunity with vhf stations in the same market. Therefore, a recommendation should be made that legislative or administrative proceedings should immediately be instituted to explore methods of reallocation or reassignment of channels in such a manner that such equality of competitive opportunity is more readily achievable. Such plan should seek to provide that all existing television broadcasters whose channels may be affected will be provided a substitute channel, and at the same time safeguard against serious dislocation of public and industry investments in television.

3. So that the problem of survival of a competitive television system will not have been rendered academic by the extinction of all uhf broadcasters in mixed markets, and in order to avoid complicating a solution to the intermixture problem, pending completion of such proceedings, there should be an immediate suspension of any further grants of applications for new television permits and for changes in existing television authorizations affecting coverage.

We'll furnish the ears! 50 million of 'em!

Out in the country our KBS station breaks, time signals and singing commercials keep the folks of hometown and rural America up to date, wide awake, warm and mellow and ready-to-buy. If you want to get into a discussion of watts, rheostats, ohms and oscilloscopes we're ready, eager and willing BUT . . . more important to you we feel, is the matter of EARS! *Ears*, shell pink and sweetly feminine; *Ears* long lobed and masculine; *Ears* young, hopeful, hungry and itchy for new products as a hound dog in the flood-tide of the big flea season. YOU HAVE A SALES MESSAGE? YOU HAVE PRODUCTS YOU'D LIKE TO SELL IN BIG BUNDLES, BY THE GROSS OR THE TANK CAR? Let us prove to you with CASE HISTORIES, FACTS, that we have the receptive ears attached to people who will go out and buy what you have to sell. Call us. Make us prove it.

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✓**TAKE YOUR CHOICE**
A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

✓**MORE FOR YOUR DOLLAR**
No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

✓**ONE ORDER DOES THE JOB**
All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

N E W S

KBS

Keystone
BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (191) R	Nick Carter	American Forum of the Air
6:15	Paul Harvey Bellfone			
6:30	Co-op George Sokolsky	Colgate-Palmolive Co. Our Miss Brooks (205) R	Mutual Benefit On the Line with Bob Considine	NBC Spring Concerts
6:45	Don Cornell		Harry Wismer Sports General Tire	
7:00	This Week Around The World	[Amer. Tobacco Jack Benny (211) R	Rod & Gun Club–Co-op	
7:15				
7:30	What's The Name of That Song	Rexall Drug Amos 'N Andy (212) R	Chamber Music	Theatre Royal
7:45				
8:00	American Music Hall	General Electric Bing Crosby Show (205) R	Hawaii Calls	
8:15				
8:30		Philip Morris My Little Margie (144) R	Enchanted Hour	
8:45			8:55–News	
9:00	Gruen and Am. Safety Razor Walter Winchell	Hallmark Radio Hall of Fame (199)	The Army Hour	Co-op Sunday with Dave Garroway
9:15	Lorillard Taylor Grant			
9:30	Answers for Americans	Van Camp [Cons. Cosmetics] Edgar Bergen Charlie McCarthy Show (202)	London Studio Melodies	
9:45				
10:00	Co-op Paul Harvey (118)	10-10:05 Daniel Schorr	Co-op Al Heller	Inheritance
10:15	Elmer Davis	Man of the Week	Hazel Markel Co-op	
10:30	The Assemblies of God "Revival Time"	U N Report	Co-op Bert Bachrach	Meet the Press
10:45		John Derr Sports	Co-op Rukeyser Reports	
11:00	11:00-11:05 ABC News	News	Co-op Ed Pettitt	News from NBC
11:15 PM	Freedom Sings	Dance Orchestra	Airmen of Note	No Network Service

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
		Dwight Cook's Guest Book		Co-op Allen-Horge Sports Daily
	Budweiser Bill Stern	No Service		No Network Service
	Co-op George Hicks	Kaiser-Willys Lowell Thomas (154) R		Sun Oil Co. 3-Star Extra (34)
	Vandercook CIO	Toni, Man, Soap Tenn Ernie (175) R	Co-op Fulton Lewis, jr. (342)	Alex Drier Man on the Go
	Co-op Quincy Howe	Beulah	Co-op Dinner Date	No Network Service
	Gen. Mills, Lone Ranger (153)	Julius LaRosa	Amer. Home Prod., Gabriel Heatter (523)	Miles Labs News of World (166)
		Am. Oil-Ford 7:45-8 p.m. Ed. R. Murrow (199)	Liggett & Myers Perry Como (525)	One Man's Family
	General Motors Henry Taylor (159)	Auto-Lite Suspense (196) R	The Falcon	AA of RR's Railroad Hour (192)
	Sammy Kaye	Lever-Lipton Godfrey Talent Scouts (170) R	Co-op Under Arrest	Firestone Voice of Firestone (152)
	Hollywood Starway		Spotlight Story	Bell Telephone Telephone Hour (185) R
	Mike Malloy	Lever Brothers Lux Radio Theatre (186)	9:15-25 Newsreel 9:25-9:30 Miller News, Miller Brewing Co.	Cities Service Band of America (113) N
	Camaratta Music Show		Co-op Reporters Roundup	Fibber McGee & Molly *3-Plan
	Decision	10-10:05 Robert Trout	A. F. of L. Frank Edwards (167)	Heart of the News
	Co-op Headline Edition	Night Watch	Manhattan Crossroads Co-op	Two in the Balcony
	Turner Calling		(Co-op) Deems Taylor Concert	No Network Service
	Martha Lou Harp	10:30-11 Dance Orch.	Co-op Ed Pettitt News	News of the World Morgan Beatty
	Songs by Dini	News	U. N. Highlights	
	Sports Report S	Dance Orchestra		

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
		Dwight Cook's Guest Book		Co-op Allen-Horge Sports Daily
	Budweiser Bill Stern	No Service		No Network Service
	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
	Vandercook CIO	Toni, Man, Soap Family Skeleton (175) R	Fulton Lewis, jr. (342)	Alex Drier Man on the Go
	Co-op Quincy Howe	Beulah	Co-op Dinner Date	No Network Service
	Starr of Space	Wittnauer Choraliers (96) R	Jackson & Perkins Gabriel Heatter	Miles Labs. News of World (168)
		Am. Oil-Hamm Ed. R. Murrow (98)	The Coca-Cola Co Coke Time (237)	One Man's Family
	3-City Byline	Amana People Are Funny (172)	Mickey Spillane Mystery	Chevrolet Dinah Shore (196)
	Sammy Kaye			Songs with Sinatra
	Hollywood Starway	Colgate-Palmolive Co. Halo, Palmolive Mr & Mrs North (208) R	(Co-op) High Adventure	Barrie Craig
	Mike Malloy			
	Co-op Town Meeting	Wrigley Johnny Dollar (194)	Spotlight Story	Liggett & Myers Dragnet (197)
			Co-op Newsreel	Hollywood Airport
	Chr. S. Publ. Co Irwin D. Canham (20)	Carter-Toni My Friend Irma (200)	Search That Never Ends	
	Co-op Headline Edition	C-P-P, L. Creme Louella Parsons (188) R	9:55-10 Lorne Greene	Crime and Peter Chambers 9:35-10
	Turner Calling	10:15-20 Robert Trout	A. F. of L. Frank Edwards	Fibber McGee & Molly *3-Plan
		Nocturne	Manhattan Crossroads Co-op	Heart of the News
	Orchestra (See Footnote)	Dance Orchestra	Co-op State of the Nation	Stars from Paris
	Singing with the Stars	News	Co-op Ed Pettitt-News	No Network Service
	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

	ABC	CBS	MBS	NBC
	Not in Service			
	Budweiser Bill Stern			
	Co-op George Hicks			
	Vandercook CIO			
	Co-op Quincy Howe			
	Gen. Mills, Lone Ranger (153)			
	3-City Byline			
	Sammy Kaye			
	Hollywood Starway			
	Mike Malloy			
	Hollywood Airport			
	Sterling Drug Mystery Theatre			
	Co-op Headline Edition			
	Turner Calling			
	Martha Lou Harp			
	Songs by Dini			
	Sports Report S			

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	9:00-9:05 ABC News	News S	Dr. Wyatt Wings of Healing	World News Round-Up Co-op
9:15	Radio Bible Class	Music Room		Carnival of Books
9:30	Prophecy, Inc. Voice of Prophecy (99)	Hunter College Organ Series	Christian Ref. Church Back to God (268)	Faith in Action
9:45				Art of Living
10:00	Message of Israel S	Church of Air S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (307)	
10:45				
11:00	Pan-American Union	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest (372)	Collector's Item
11:15			Merry Mailman Co-op	
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	
11:45				
12:00 N	Sunday News Special	The Leading Question	College Choirs	
12:15 PM	Gloria Parker S			
12:30	The World Tomorrow Radio Church of God	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45		Geo. Hermann News	Co-op John T. Flynn Show	
1:00	Churches of Christ Herald of Truth (188)	Your Invitation to Music	Mutual Music Box	Citizens at Work
1:15			World Traveler	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Toni Tu & Th S M-W-F Breakfast Club (298)	Co-op News	Co-op Robt. Hurleigh	No Network Service
	Swift & Co. Breakfast Club (290) R	No Service	Co-op Gene & Glen	
	Philco, M-W-F Quaker Tues. & Thurs.	Minn. Mining Kellogg Godfrey (192) R	Co-op Sloan Simpson Show	P&G, Welcome Travelers (158)
	Sterling Drug My True Story (212)	Knomark Intl. Celluc. Godfrey (199) R	Co-op Cecil Brown (92)	
	G.Mills M-W-F Toni Tu&Th Whispering Streets (224)	Clinton Frigidaire-Arthur Godfrey (198) R	Co-op Faith In Our Time	General Foods Bob Hope (139)
	When A Girl Marries (165) Carnation Co.	Toni, Star-Kist Godfrey (203) R	10:30 S. C. Johnson News 10:35-11 Johnny Olsen Show	Miles Labs Break the Bank
	Modern Romances (M sust.) Tues.-Fri.-Ex-Lax	National Biscuit Lover Godfrey (201) R	Story Time with Madeleine Carroll	C-P-P Strike It Rich (179)
	Ever Since Eve	Pillsbury (206) R		C-P-P The Phrase that Pays (183)
	Thy Neighbor's Voice	Contnl. Baking Make Up Your Mind (56)	M W F–Sust.	Second Chance *3-Plan
	Three City By-line	P&G Ivory Snow Rosemary (117)	M-F (545) 11:45-12 P. Lorillard	Pauline Frederick Reporting
	Valentine	General Foods Wendy Warren (159)	Miles Labs Curt Massey Time (478)	
	Okla. Wranglers 12:15-12:25	Lever Bros. Aunt Jenny (179)	Johnson & Son News 12:15-12:20	No Network Service
	Jack Berch Prudential 12:25-12:30	Whitehall Helen Trent (188)	12:20-12:30 Tues. & Thur. Miller News, Miller Brewing Co.	
	General Mills The Bill Ring Show	Whitehall Our Gal Sunday (179)	12:30-1 No Service	
	Not in Service	P&G Ivory Road of Life (154)	Co-op Cedric Foster	
	Co-op Paul Harvey	P&G Oxydol Ma Perkins (167)	Here's To My Lady	
	Co-op Ted Malone			

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
		Galen Drake		Egbert & Ummly 8:30-9:30
		9:30-45 Star Lighters		
		Ferry Morse 204 Garden Gate	9:30-9:35 S. C. Johnson News	Mind Your Manners
		Galen Drake		
		Hunt Club Galen Drake (82)	Co-op Woody Woodpecker	Breakfast in Hollywood
	Ralston & Nestles Alternate wks. Space Patrol (284)	Galen Drake	10:30-10:35 Johnson News 10:35-11	
		Nehi (160) Robt. Q.	Woody Woodpecker Co-op	Pat Milk Mary Lee Taylor (144)
	Platterbrains	Helene Curtis (160) Lewis	Helen Hall	TBA
		Doeskin (160)	No Service	Sona Div. D'Con. Bowing to Beauty (115)
	All-League Clubhouse S	Van Camp (160) Swis	11:30 Johnson & Son News 11:35 U. S. Military Academy Band	Woman in Love
		12-12:05 p.m. Shadel-News Dr. Scholl (188)		
	101 Ranch Boys S	12:05-30 Theatre of Today S	Quaker Man on the Farm	U.S. Marine Band
	American Farmer S	Carnation, Stars Over Hollywood (291)	5th Army Band	U.S. Army Band
	Navy Hour S	Carter City Hospital (295)	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (188)

	ABC	CBS
1:30 PM		
1:45		
2:00		
2:15		
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4:45		
5:00		
5:15		
5:30		
5:45 PM		

THURSDAY

	NBC	ABC	CBS	MBS	NBC
6:00 PM	Kaltenborn	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
6:15	Co-op Allen-Horge Sports Daily		Dwight Cook's Guest Book		Co-op Allen-Horge Sports Daily
6:30	No Network Service	Budweiser Bill Stern	No Service		No Network Service
6:45	Sun Oil Co. 3-Star Extra (34)	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
7:00	Alex Drier Man on the Go	Vandercook CIO	Toni, Man. Soap Family Skeleton (175) R	Fulton Lewis jr. (342)	Alex Drier Man on the Go
7:15	No Network Service	Co-op Quincy Howe	Beulah	Co-op Dinner Date	No Network Service
7:30	Miles Labs News of World (158)		Wittnauer Choraliers (96) R	Murine (Alt. Wks.) Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)
7:45	One Man's Family	Starr of Space	Am. Oil-Hamm Ed. R. Murrow (98)	The Coca-Cola Co Coke Time	One Man's Family
8:00	R. J. Reynolds Walk a Mile (196)	3-City Byline S	Meet Millie	Official Detective *	Dodge Bros. Roy Rogers Family Program (200)
8:15		Sammy Kaye			
8:30	Kraft Gildersleeve (160)	Hollywood Starway	Junior Miss	Co-op Crime Fighters	Six-Shooter S
8:45		Mike Malloy			
9:00	DeSoto Plymouth Dealers, You Bet Your Life (191)	Paul Whiteman Varieties	GE Meet Mr. McNutley (206)	Spotlight Story	Pet Milk Truth or Consequences (166)
9:15				Co-op News Reel	
9:30	Amer. Cig. & Cig. Big Story (192)		Jergens Time for Love (130)	Author Meets the Critics	Eddie Cantor 9:35-10
9:45					
10:00	Fibber McGee & Molly *3-Plan	Co-op Headline Edition	10-10:05 Robert Trout	A. F. of L. Frank Edwards	Fibber McGee & Molly *3-Plan
10:15	Heart of the News	Turner Calling	Escape	Manhattan Crossroads Co-op	Heart of the News
10:30	Keys to the Capital	Front & Center		Co-op Deems Taylor Concert	Jane Pickens Show Co-op
10:45			Dance Orchestra		
11:00	No Network Service	Indoors Unlimited	News	Co-op Ed Pettitt-News	No Network Service
11:15 PM	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
6:15		Dwight Cook's Guest Book		Co-op Allen-Horge Sports Daily
6:30	Budweiser Bill Stern	No Service		No Network Service
6:45	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
7:00	Vandercook CIO	Toni, Man. Soap Family Skeleton (175) R	Fulton Lewis jr. (342)	News Parade (53)
7:15	Co-op Quincy Howe	General Foods Beulah (110) R	Co-op Dinner Date	No Network Service
7:30	Gen. Mills, Lone Ranger (153)	Longines Symphonette (96) S	Union Pharmaceutical Co. Gabriel Heatter	Miles Labs News of World (168)
7:45		Am. Oil-Ford Ed. R. Murrow (199)	Liggett & Myers Perry Como	One Man's Family
8:00	3-City Byline S	P & G Mr. Keen (199) R	Counterspy *	Chevrolet Dinah Shore (198)
8:15	Sammy Kaye			Songs with Sinatra
8:30	Hollywood Starway	Bristol Myers (203)	Co-op Take a Number	Amer. Dairy Bob Hope (198)
8:45	Mike Malloy			
9:00	Hotpoint & Lambert Ozzie & Harriet	Arthur Godfrey Digest	Spotlight Story	RCA Harris Faye (198)
9:15			9:15-25 Newsreel	
9:30	The World We Live In	That's Rich	9:25-30 Miller News, MillerBrewingCo.	
9:45			Have A Heart	Can You Top This? 9:35-10:00
10:00	10:00 Fights Gillette	10-10:05 Robert Trout	A. F. of L. Frank Edwards	Fibber McGee & Molly *3-Plan
10:15		Capitol Cloakroom	Manhattan Crossroads Co-op	Heart of the News
10:30		Dance Orchestra	Co-op Deems Taylor Concert	Listen to Washington
10:45			Co-op E. D. Pettitt News	
11:00	Frank & Jackson	News		No Network Service
11:15 PM	Sports Report	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Labor	Griffin Bancroft	Dance Orchestra	George Hicks News
6:15	Management S	UN on the Record		H. V. Kaltenborn News Co-op
6:30	Co-op Bob Finnegan Sports	Saturday Sports Roundup	Dinner Date	Showcase
6:45	Co-op Sports Afield with Bob Edge	Daniel Schorr	6:55 Johnson-News Repeat	
7:00	Show Time Review	Johnny Mercer Show	Co-op Sam Levine	Spotlight on Paris
7:15	The 3 Suns		Co-op Report from Washington	
7:30	Dinner At The Green Room S		Keep Healthy	The Big Preview
7:45			The Globe-Trotter	
8:00	8:00-8:05 ABC News	Gunsmoke S	Farm Quiz	
8:15		Sanka Salute (99) R 8:25-30 p.m.		
8:30	Dancing Party S	Gangbusters *	Southern Ramblers	
8:45				
9:00		P. Lorillard Tws For The Money (208)	(Co-op) New England Barn Dance Jamboree	
9:15				
9:30			Lambardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (91)
9:45				
10:00	Anonymous	10-10:05 Daniel Schorr	Chicago Theatre of the Air S	D'Con Corp. Country Tune Parade (127)
10:15		Saturday Night Country Style		Dude Ranch Jamboree
10:30	Music			Poo Woo King Show Co-op
10:45	ABC Late News 10:55-11	Dance Orchestra		
11:00	Martha Lou Harp	News	Co-op Ed Pettitt	News from NBC
11:15 PM	Orchestra	Dance Orchestra	Dance Orchestra	No Network Service

SUNDAY

	CBS	MBS	NBC
12:00 Noon	Your Invitation to Music	Lutheran Hour (477)	U. of Chicago Roundtable
12:15	Longines Symphonette (124)	Bandstand USA	The Catholic Hour
12:30		Sammy Kaye	Youth Wants To Know
12:45	ON A SUNDAY AFTERNOON	U. S. Marine Band	The Golden Hour with David Ross
1:00		Music From Britain	
1:15			
1:30		Flight in the Blue	Weekend (Radio "Sunday Newspaper") Participating See Note
1:45		The Shadow Harrison Prods. Inc. R. J. Reynolds (Both Participating)	
2:00	World Today	True Detective Mysteries	
2:15		5:55-6 State Farm Mut. C. Brown	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
12:00 Noon	Closed Circuit	P&G Grisco Dr. Malone (163)	Luncheon with Lopez	No Network Service 1:30-3:00
12:15		P&G Duz Guiding Light (161)		
12:30	Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (146)	Fred Robbins	
12:45		P&G Tide Perry Mason (173)	2:25 Johnson & Son, News	
1:00	The Martin Block Show 2:35-4	Toni & Bristol Myers Nora Drake (197)	Wonderful City	
1:15		P&G Ivory Fl. Brighter Day (177)		P&G Life-Beautiful (170)
1:30		Miles Labs Hilltop House (147) R	Ruby Mercer Co-op	P&G Road of Life (183)
1:45		Lever, Kellogg Housepartv * (182) R		P&G Pepper Young (166)
2:00		Pillsbury House Party (194) R*		P&G Right to Happiness (163)
2:15		Toni, Man. Soap Wizard of Odds (180)		P&G Backstage Wife (175)
2:30	Reed Browning Show 4-4:25	No Service	No Network Service	Sterling Stella Dallas M-W-F
2:45		Corn Prod. Sunshine Sue M-W-F (56)	Mutual Music Show	Sterling Widder Brown M-W-F
3:00	Music in the Afternoon S		Co-op Welcome Ranch	Manhtn. Soap Woman in My House (188)
3:15		4:55-5 News		Just Plain Bill
3:30	Co-op Austin Kiplinger	No Service	Tu&Th Quaker Sgt. Preston of the Yukon M-W-F Songs of the B-BAR-B S	Pharmaco† Front Page Farrell (138)
3:45	Art and Dotty Todd			C-P-P Lorenzo Jones (191)
4:00	Lum & Abner Co-op		5:30-5:55 M W-F-Kellogg Wild Bill Hickok Tu & Th Derby-Sky King	It Pays To Be Married *3-Plan
4:15	Musical Express	Miles Labs Curt Massey Time (149) R		

SATURDAY

	ABC	CBS	MBS	NBC
12:00 Noon	Vincent Lopez Show S	Peter Lind Hayes Show	Ruby Mercer Show	All Star Parade of Bands
12:15				
12:30		Let's Pretend	2:25 Johnson News	
12:45				
1:00		Make Way For Youth	101 Ranch Boys	
1:15		Report From Overseas		
1:30	Metropolitan Opera Texas Co.	Adv. in Science	Bandstand U.S.A.	Road Show 2 to 6 p.m. (2½ min. local spot announcements each half-hour)
1:45		Farm News		
2:00		World Assignment	Sports Parade	
2:15		Operation Music		
2:30			Salute to the Nation	
2:45		Saturday at the Chase		
3:00		Saturday Sports Round-up	Mac McGuire Show	
3:15	Martha Lou Harp	Washington U.S.A		
3:30		Daniel Schorr News	5:00 Teen-agers Unlimited	
3:45	Paulena Carter	Longines Symphonette (45)	5:45-55 Jack Brickhouse Sports, State Farm Auto Ins. 5:55 Johnson News	
4:00	Pop Concert			

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced; RP repeat performance. Time EDT.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M-W-F., Time for Betty Crocker, Gen. Mills (319).
7:55-8 p.m., M-F, Chesterfield Cigarettes, Les Griffith & The News. (332).
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)

CBS—8:30-8:55 a.m., Sun., General Foods Corp., Sunday Gatherin' 109.
11:30-11:35 a.m. Sun. Peter Hackes—News (8)
12-12:05 p.m., Sat., Dr. Scholl—Bill Shadel 188
3:15-3:30 p.m. MWF Lever—Houseparty 180
3:15-3:30 p.m., Tu.-Th., Kellogg—& Houseparty 191
3:30-45 p.m., Bauer & Black—Houseparty 171
3:30-3:45 p.m. M-Th Pillsbury—Houseparty 191
Arthur Godfrey Clients 10-11:30 a.m.
10-10:15 a.m., Minn. Mining, M-W alt. F; Kellogg, Tu-Th; Adolph's Ltd. alt. F
10:15-30 a.m., Int. Cellucotton, and Knomark M-F alt. days.
10:30-45 a.m., Clinton Foods M-W alt. F. Gen. Motors, Frigidaire, Tu-Th alt. F.
10:45-11 a.m., Star Kist, M-W alt. F. Toni, Tu-Th., Kellogg, alt. F.
11-11:15 a.m., Lever Bros., M-W alt. F. National Biscuit, Tu-Th alt. F.
11:15-30 a.m., Pillsbury Mills, M-Th alt. F. Toni alt. F.

MBS—
Credit Union Nat'l Assoc. 4:55-5:00 p.m. Sunday.
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—
R. J. Reynolds Tobacco Co.—Mon., Tues. & Thurs.
Chevrolet—Mon.-Fri.
S.O.S. Co.—M.-Th.
Jacques Kreisler, Tu.-W.
Mon.-Fri. 11:25-11:30 a.m. S. C. Johnson—News

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); Three-Plan:
Lewis-Howe, Hudnut Sales Co. Tu. Fibber McGee & Molly; Wed. Second Chance; Th. It Pays to be Married.

April 26, 1954

BROOM HOLDER PROMOTION

KITE San Antonio, Tex., is sending to agencies and advertisers a broom holder which bears the following advice: "Hang up your broom and relax! Listen to the Good Music on Radio KITE. Half past 9 on any dial."

WJIM FOOTBALL BROADCASTS

THE NEW head football coach of Michigan State College, Duffy Daugherty, who replaces Biggie Munn, has signed an exclusive contract with WJIM Lansing for radio and tv appearances next fall, according to that station. Coach Daugherty will commentate the films of all Michigan State games on his tv show, and will keep midwest fans informed on the Spartans via his weekly radio show which will be fed to eight other Michigan stations.

KROW COVERAGE CHECK

NEW engineering survey is underway by KROW Oakland, Calif., after continuing mail response was reported from outside expected coverage area, following move of station transmitter to island in San Francisco Bay last year. Since move, regular mail from British Columbia to San Diego was reported by station spokesmen, plus night reception of KROW 1,000 watt signal in Alaska. Station executives expressed hope survey results would permit change of KROW ½ millivolt coverage map, filed with FCC, to include several additional California markets presently omitted.

LAND JUDGING CONTEST

THIRD annual National Land Judging contest and Land Appreciation School, sponsored by WKY-AM-TV Oklahoma City, is taking on increasingly international atmosphere as soil-saving techniques achieve world-wide recognition, according to those stations. The April 29-30 agricultural event will be attended by observers from Brazil, India, El Salvador, Canada and the Philippines. Over 2,000 contestants from more than 20 states are expected to vie for $1,800 in cash awards and trophies. Objective of the event, inaugurated three years ago by WKY-AM-TV, is to increase the popularity among farm people of a new "tool" designed to teach fundamentals of proper land treatment and usage in the never-ending fight to save the soil.

COAT HANGER PROMOTION

DRIVE to increase returns of wire coat hangers, using a single one-minute participation spot announcement a week on KBID-TV Fresno's *Bar 53 Ranch Gang* children's program, proved successful for Sudden Service Inc., dry cleaning firm in that city. An offer of half-cent a hanger made to children in spot, brought over 8000 hangers to firm's cleaning plants during first four weeks. Besides hanger returns, which firm executives state has already paid cost of KBID-TV time, cleaners also report increased business because of drive.

THE BARD COMES HARD

HAWAIIAN Island residents taking KGMB-TV Honolulu *Shakespeare on Tv* course from first semester kinescopes of Dr. Frank C. Baxter's KNXT (TV) Hollywood lectures, will have to work harder for their credit than mainland tv course students. Hawaiian credit students will be required to submit written assignments during the course and must take a final examination. *Shakespeare on Tv* is sponsored on KGMB-TV by the U. of Hawaii each Saturday for 15 weeks from April 17. Kinescopes of award-winning lectures by Dr. Baxter, professor of English literature, U. of Southern California, are made available to educational institutions by KNXT (TV), though Educational Television and Radio Center, Ann Arbor, Mich.

NBC SPOTLIGHTS PARIS

NEW series, *Spotlight on Paris*, presented in cooperation with French Broadcasting System and especially produced for NBC at Radio Diffusion Francaise studios in Paris, was launched by NBC Radio Saturday, April 17, 7-7:30 p.m. EST. Series features Gregoire Aslan, French entertainer, with performers from French theatres, night clubs, and radio-tv.

OWL ON PROWL

THE OWL that has long been the standard trade mark of WIZE Springfield, Ohio, was given locomotion by that station's promotion department in a seven foot paper-mache constructed reproduction of that bird of prey, which allows a man to fit inside it and walk around the town. The "owl" is walked every after-

TO ALL RADIO STATIONS

Why be hurt by TV or any other media? Use the copyrighted AUCTION AUDIENCE RATING PROGRAM and its related services which have been used continuously for 4½ years at WKBS-Long Island.

PROMOTE . . . DEMONSTRATE AND KNOW YOUR AUDIENCE RATING AT ALL TIMES, and make money doing it.

USE AARP DAILY OR WEEKLY. USE AARP SERVICE NO. 4 FOR BIG ITEMS.

USE THE "MONEY AUCTION" regularly (auction money for purpose). USE "LISTEN AND BID" (Before the music ends).

ALL FOR $25.00 monthly, and includes certification of rating, printed forms and merchandise certificates. Demonstrate continuously the power of radio.

For details, write, wire or call

The Hollingsworth Co.

514 Hempstead Avenue
West Hempstead, N. Y.
Tel Hempstead 2-0898

WSTV-TV's Keys

TO ACCENTUATE its slogan that it is the "key to the biggest bonus market in tv," WSTV-TV Steubenville, Ohio, is conducting a contest in a double-page advertisement which shows a photograph of a pile of keys. Contestants who guess most nearly the correct number of keys in the pile win 13 prizes, the first and second prizes being watches and the 11 others gold key rings.

The CBS-TV-affiliated, 230.5-kw, ch. 9 station claims 1,083,900 tv sets in its coverage area, of which 684,500 a "bonus market," i.e., outside the Steubenville-Wheeling area upon which the station bases its rates. This is possible, the station says, because WSTV-TV sends a "clear, primary signal" into Pittsburgh (33 miles from WSTV-TV's tower) and also covers Canton (48 miles) and Youngstown (50 miles).

noon during the rush hours and WIZE reports that he has turned out to be quite a traffic stopper.

'ANNIE OAKLEY' PROMOTION

"ANNIE OAKLEY aims to please . . . with bang-up results for sponsors . . . She never missed," CBS-TV Film Sales asserts in an 11x12-inch leaflet being sent to advertisers. The leaflet claims that *Annie* ranked second nationally in Videodex' top 10 films *her first month on the air* . . . and rated first in her time period in six markets the first month . . . virtually doubled her ratings second month over the first, against strong competition in New York . . . and also has won high praise from critics. The pamphlet tells the advertiser that "with *Annie Oakley*, you can't miss. She's available for local and regional sponsorship through CBS-TV Film Sales."

KVTV (TV) 'BIRTHDAY BAZAAR'

TO CELEBRATE its first anniversary on the air, March 29, KVTV (TV) Sioux City, Iowa, worked with area wholesale and retail grocery stores in the "KVTV Birthday Bazaar." Over 400 retail grocery stores used in-store banners, shelf-markers and displays featuring KVTV "Birthday Bazaar" special values. KVTV told viewers to check with their favorite grocery stores for special featured items at special "Bazaar" prices. In addition a special program was telecast commemorating station's first anniversary highlighted with memorable events of the past and a preview of things to come.

WTVJ (TV) OPEN HOUSE

WTVJ (TV) Miami was scheduled to receive about 2,000 persons yesterday (Sunday) at an Open House held at the site of the station's new transmitter building and tower in Hallandale, Fla. WTVJ will be host to sponsors, employes and civic leaders of the greater Miami area at the 2-5 p.m. affair. The station claims that the new 1,000 ft. tower is the tallest structure in Florida and combined with the new 100,000 watts, over 400,000 potential viewers will be added to its coverage area.

'THE SHREVEPORT STORY'

IN CONJUNCTION with Shreveport, La., being named one of 11 all-American cities by *Look* magazine and the National Municipal League, KSLA (TV) that city has furnished the Voice of America with a series of taped interviews to be prepared for four 15-minute programs titled *The Shreveport Story*. The certificate from the NML, signifying Shreveport's election as an all-American city, was presented to Mayor Clyde E. Fant during a 30-minute telecast on KSLA. The honor was given after a three-year project which surveyed the city's Negro population's living facilities. *The Shreveport Story* will be broadcast in 33 foreign languages.

UNITED NATIONS SERIES

SPECIAL weekly series of radio interviews with accredited observers to the UN from many national and international organizations in the U. S. was launched over Mutual and independent stations throughout the country. The series is presented jointly by UN Radio and the Non-Governmental Organization Section of the UN Dept. of Public Information.

NEWSPAPER HI-FI SECTION

THE FIRST Detroit fm outlet, WLDM (FM), was cited in the Sunday April 11 issue of the *Detroit Free Press* in a special section devoted to high-fidelity recording. WLDM's program facilities and repertory—which ranges from Bach to "South Pacific"—are described in the article which also explains how the stations can exist with limited commercial announcements. The article points out that WLDM derives its support from its background music service which is broadcast to restaurants, fac-

"WHEChaindising..."

A POTENT WHEC MERCHANDISING PLAN TO PUT YOUR PRODUCT IN PROMINENT DISPLAYS LIKE THIS:

IN 61 LEADING ROCHESTER & AREA SUPER MARKETS

(27 A&P STORES AND 34 STAR MARKETS)

At the same time that it is being advertised on Rochesterians' Favorite Radio Station, WHEC . . .

HERE'S HOW:

1. To qualify, you purchase seven Class B announcements, or their equivalent, on a firm 13-week minimum WHEC contract.
2. Through our special arrangement with A & P Stores and Star Super Markets, your product will be *prominently* displayed right at the point of sale, for one week, in 61 Super Markets. (It is, naturally, essential that your product be approved and stocked by the Stores).

BUY WHERE THEY'RE LISTENING:—

CBS WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO. Los Angeles, San Francisco

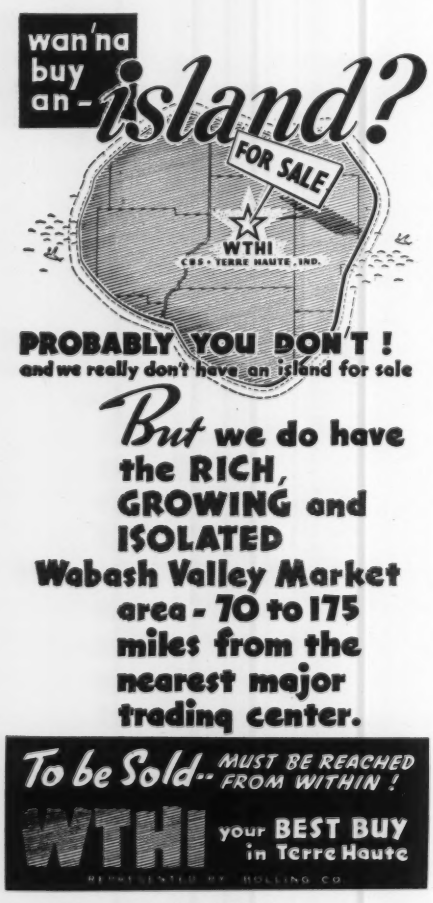
Lyons Lines 'em Up

RUTH LYONS, who conducts the 90-minute daily *50-50 Club* on WLWT (TV) Cincinnati, also carried on WLWC (TV) Columbus and WLWD (TV) Dayton, has received enough requests for audience tickets to her show at $1.25 apiece to fill the 100-person capacity studio until 1960, WLWT has announced. The requests came after a three-day ticket sale and thousands are being returned since WLWT will not accept reservations more than three years in advance, the station said. The $1.25 ticket charge covers the cost for studio lunches at the noontime show. WLWT said Miss Lyons has been called a "million dollar dynamo" by *Cosmopolitan* magazine and "Ohio's most influential and undoubtedly best paid woman" by *Look* magazine.

tories, stores, offices, doctor's clinics and other places of business—for a fee and with the commercial announcements deleted.

WILS-AM-TV BROCHURES

FIVE brochures are being sent to advertisers and agencies by WILS-AM-TV Lansing, Mich., and Michael Ruppe Jr., sales promotion director, announces that copies are available without cost, upon request. The promotional booklets are: *Conversion, Concentration, Cost:* vital statistics on WILS, plus information on a merchandising plan being set up; *Your Sales Won't Take a Vacation This Summer:* sales information issued for use in the local market; *Call Them by Any Name:* information on announcing staff; *WILS—News While It's News:* resume of news department and staff; *How and When:* a report of starting and ending times for the working day of 31,860 people in the immediate Lansing area.


wan'na buy an-island?
FOR SALE
WTHI
CBS • TERRE HAUTE, IND.
PROBABLY YOU DON'T !
and we really don't have an island for sale
But we do have the RICH, GROWING and ISOLATED Wabash Valley Market area - 70 to 175 miles from the nearest major trading center.
To be Sold-- MUST BE REACHED FROM WITHIN !
WTHI your BEST BUY in Terre Haute

BERNARD BARUCH BROADCASTS

ECONOMIC and social philosophy of Bernard M. Baruch, elder statesman and advisor to Presidents, will be summed up in three programs to be broadcast over CBS Radio on May 3, 11, and 17, and carried on film over NBC-TV on May 9, 16, and 23. NBC-TV will film three lectures which Mr. Baruch will deliver at City College of New York, School of Business, of which he is an alumnus, class of 1889. His talks will cover "The Failure of Man to Adjust Himself to the Complex Laws of Everyday Life," "The Law of Supply and Demand," and "The Relations Between the Citizen and His Government."

GOLF INSTRUCTION PROGRAM

DEMONSTRATIONS of techniques designed to improve viewers' golf are being shown by WBKB-TV Chicago under the title of *Pars, Birdies and Eagles.* Program is conducted by Johnny Revolta, former Western Open golf champion now with the Evanston, Ill., Golf Club, with a professional golfer from the Chicago area joining each Monday. Other top-flight golfers also are slated for guest appearances. The show is telecast Mondays, 9-9:30 p.m. with Nash & Jenseck as sponsor, through Leo Burnett Co., Chicago.

KLAC RADIO PROMOTION

AS PART of an upcoming "Radio Is Better Than Ever" campaign, five KLAC Los Angeles disc jockeys are being flown to New York to be presented to industry executives, national advertisers, record personalities and newsmen at a party at the Savoy Plaza Hotel today (Monday). The disc jockeys, who will be introduced by Mortimer W. Hall, president and general manager of KLAC, are Dick Haynes, Peter Potter, Bob McLaughlin, Jim Ameche, and Alex Cooper. Mr. Hall will announce details of the station's radio promotional campaign at a later date.

WWDC NEWS COMMENTARY

WWDC Washington has scheduled a Sunday, 9:45-10 p.m. commentary on world news by Edward B. Lockett, veteran national and foreign correspondent, titled *Listen America.* Mr. Lockett was wartime London Bureau chief for *Time, Life* and *Fortune* and his stories have appeared in national publications since he left Time Inc. in 1947. For six years he has collaborated with Maj. Gen. Claire Lee Chennault on magazine and newspaper stories dealing with the Far East.

WHEN CONTEST ENTRIES

A TOTAL of 34,336 entries were received by Carleton Hence and Al Meltzer, WHEN Syracuse announcers, during the first week of contest promotion by upstate New York Red & White stores, according to that station. The announcers are featured on WHEN's weekday *Hour of Stars* broadcasts.

SANDY STEWART, 16-year-old vocalist, signs a long-term contract with WNBC-WNBT (TV) New York, NBC o&o stations there. She is the first product of the stations' "Operation Search Warrant" which is trying to uncover new young talent to be developed by WNBC-WNBT. Discussing plans are (l to r): Allyn Edwards, star of WNBC's *Wake Up Easy* program on which Miss Stewart will be featured; Hamilton Shea, stations' general manager, and Steve White, WNBC program manager. Talent search will take WNBC-WNBT executives into night clubs, theatres, and out-of-town radio-tv stations. Miss Stewart was discovered on a Philadelphia tv station.

ACADEMY AWARD CONTEST

WGH Norfolk, Va., reports a highly successful "Academy Award Contest" which was sponsored by the Haynes Furniture Co. and conducted with the support of all Tidewater theatre chains. The contest, to name the best picture, actor, actress, supporting actor and actress and the best song, attracted over 10,000 entries, according to WGH. A 24-inch Philco tv console and five Philco portable radios were awarded to top scorers. Each theatre featured a 40x60 inch lobby display listing nominations with entry blanks and station and sponsor identification. Theatre promotion was backed up by spot announcements and regularly scheduled discussions of nominees' backgrounds and national predictions.

Telegraphic Greetings

FAMILIES in Watertown, S. D., and surrounding towns sent telegraphed Easter greetings free to their members in the armed services stationed everywhere, according to KWAT Watertown. The station said one of its largest clients, Berdell Spies, owner of the Spies supermarket there, made arrangements with Western Union to move telegraphic equipment into his store for two days. From the store, messages were sent to American servicemen in both the U. S. and foreign countries at Mr. Spies' expense, KWAT said.

$10.5 MILLION PRICE TAG ATTACHED TO COVERAGE OF McCARTHY-ARMY ROW

Television-radio networks devote exhaustive coverage to the hearings before the Senate Permanent Investigations Subcommittee. The daily sessions may last into next week.

A MULTI-MILLION dollar coverage in public service time offered by the radio and tv networks last week brought the McCarthy vs. Army hearings to listeners and viewers throughout the nation.

Total time value, based on network hourly rates, equipment and incidentals, may run well over $9 million for the tv networks and $1.5 million for the radio networks, if the hearings are covered for the 10 days they are expected to run, and if the networks present the same daily coverage as they did Thursday.

NBC-TV alone was estimated to have donated about $287,500 worth of time in covering the hearings Thursday.

Commercial show cancellation (pre-emption) by NBC-TV that day amounted to an estimated $75,000. These cancellations by networks would bring the total dollar value still higher.

ABC-TV, NBC-TV and DuMont carried all of the hearings live, at least at the outset. Networks were playing the coverage picture by feel, making plans as the hearings unfolded.

In addition to the above costs, considerable amounts must be added in station pre-emptions and clearances of commercial time.

Tv 'Pool' Telecast

ABC-TV originated the "pool" telecast for the tv networks; NBC Radio did the same for the radio networks.

Cost of the tv pool to the networks ran from $1,500 to $2,000 daily with all four networks sharing the expense. At least three cameras were used with about seven technicians, a director and two production assistants assigned to the coverage.

The ABC-TV crew covering the hearing was on hand setting up equipment in the Senate Caucus Room as early as Wednesday night in order to have various live telecasts for both CBS-TV and NBC-TV morning shows Thursday, the day the hearings got underway.

In the radio pool operation, the cost was considerably less with the tab at the barest minimum of about $160 a day for the networks. Radio-tv extra cable charges for the networks could run as high as $200,000 total for the 10-day period, it was estimated. Still other expenses were costs of recording, extra labor charges and various incidentals.

NBC Radio used tapes of the hearing 12:30-3 p.m. Thursday with highlights broadcast later during news spots. CBS Radio used recordings for a half hour digest nightly, beginning last Thursday.

Mutual carried the full hearings, starting at 10:35 Thursday morning. ABC Radio also broadcast the full hearings as of Thursday. Highlights were aired on the network 8-9 p.m.

Chairman Karl Mundt (R-S. D.) said Thursday during his statement in opening the special hearing by the Senate Permanent Investigations Subcommittee:

Praises Radio-Tv Coverage

"Our friends reporting these hearings throughout America by radio and television are likewise being tried and tested by citizens everywhere demanding what I am confident they will receive—fair and impartial coverage with no deletions or selections calculated to give advantage to one participant or the other in these hearings.

"And the diligent members of the working press seated here before us are also 'on the spot' as they strive with the great abilities and high sense of honor that I know they possess to give Americans the same facts and reports to read that millions of our citizens will hear or see on television or radio."

By subcommitte agreement, brodacasts of the hearings were not permitted to be sponsored.

Dozen Does It

FOR THE first time in congressional hearing coverage, a new system of audio pickup was used last week at the McCarthy-Army hearing by NBC Radio, the network responsible for the pooled radio operation. To permit the hearing to be held with as little confusion as possible, radio technicians did away with the usual cluster of microphones which normally is necessary. Instead, a single microphone was used in front of each person who was involved in the hearing (12 microphones in all). According to NBC Radio engineers, a multiple output amplifier was used. Taking audio from the central feed were tv film, newsreel, radio and tv people, it was explained.

Affiliate Color Status Detailed by NBC-TV

THIRTY-ONE NBC-TV stations will be equipped to carry color programs within eight months, in addition to 23 stations now presenting colorcasts, O. B. Hanson, NBC vice president and chief engineer, reported last week.

The 54-station lineup, he said, will make colorcasts available in an area comprising 27,100,000 homes or 60% of all homes in the U. S.

These cities and stations are now equipped to carry color: WNBT (TV) New York, WNBW (TV) Washington; WNBQ (TV) Chicago; WNBK (TV) Cleveland; KNBH (TV) Hollywood; WPTZ (TV) Philadelphia; WBAL-TV Baltimore; WDEL-TV Wilmington, WLWT (TV) Cincinnati; WSPD-TV Toledo; WWJ-TV Detroit; WTMJ-TV Milwaukee; KSTP-TV St. Paul; KSD-TV St. Louis; WOW-TV Omaha; KOA-TV Denver; KDYL-TV Salt Lake City; KRON-TV San Francisco; WBRE-TV Wilkes-Barre; WNHC-TV New Haven; WJAC-TV Johnstown; WBZ-TV Boston; WJAR-TV Providence.

Cities and station that will be equipped for colorcasts before the end of 1954, Mr. Hanson said, are: WDAF-TV Kansas City; WKY-TV Oklahoma City [see story, page 64]; WBAP-TV Fort Worth; WFAA-TV Dallas; WBRC-TV Birmingham; WFMJ-TV Youngstown; KMJ-TV Fresno; WLWD (TV) Dayton; WLWC (TV) Columbus; WSAZ-TV Huntington; WRGB (TV) Schenectady; WKTV (TV) Utica; WSYR-TV Syracuse; KPRC-TV Houston; WOAI-TV San Antonio; WBJS-TV Winston-Salem; WMCT (TV) Memphis; WDSU-TV New Orleans; WSB-TV Atlanta; WOC-TV Davenport; WTTV (TV) Bloomington; WAVE-TV Louisville; WOOD-TV Grand Rapids; WTRF-TV Wheeling; WSLS-TV Roanoke; KFSD-TV San Diego; KPTV (TV) Portland; KOMO-TV Seattle; WFTL-TV Fort Lauderdale; WLBT (TV) Jackson, Miss., and WEEK-TV Peoria.

MBS to Air Stock Meet

MUTUAL has arranged for network broadcasts of the New York Central Railroad stockholder meeting in Albany May 26, at which financier Robert R. Young will seek to obtain control of the road from incumbent directors. Mutual expressed belief this is the first time that such a financial meeting will be covered by radio on a coast-to-coast basis. Broadcast times will be set later. Merryle Stanley Rukeyser, Mutual's financial expert and INS writer, will head the crew of network newsmen covering the proceedings.

AB-PT EARNINGS FOR '54 DECLINE

Report to stockholders on consolidated earnings of first quarter of 1954 shows decline from '53, probably due to sale of WBKB (TV) credited to AB-PT's '53 capital gains.

ESTIMATED consolidated earnings of American Broadcasting-Paramount Theatres for the first quarter of 1954 totaled $1,110,000, including $1,039,000 from operations and $71,000 from capital gains, President Leonard H. Goldenson said last week in a report to stockholders.

These figures compare with 1953 first-quarter earnings of $5,732,000, which included $1,480,000 from operations and $4,252,000 from capital gains. It was noted that the 1953 figures include $103,000 earnings (after taxes) of WBKB (TV) Chicago through Feb. 9, 1953, when the ABC-United Paramount Theatres merger went into effect and WBKB was sold to CBS. AB-PT's 1953 first-quarter capital gains arose principally from this sale, the report said.

Theatre grosses for the first quarter of this year were close to 1953 levels for the same period but theatre earnings were off "due primarily to continued high film rental costs and to the increase of approximately $325,000 in depreciation charges over the first quarter of 1953," plus inroads by television in many smaller cities and towns, particularly in the South and Midwest. But Mr. Goldenson felt that "based upon our experience in other areas, an upward trend will take place in these communities as the novelty of television wears off."

Referring to activities of ABC, a division of AB-PT, Mr. Goldenson said "plans are now being formulated to increase the volume and to strengthen the quality of the network's television and radio programming for the coming fall season." He also called attention to ABC's signing of Walt Disney earlier this month to an exclusive, long-term contract for the production of special Disney tv programs for ABC-TV [B•T, April 5].

AB-PT annual stockholders meeting will be held May 18.

KAWT Douglas Joins Mutual

KAWT Douglas, Ariz., joins the Mutual-Don Lee Broadcasting System May 1. Carleton W. Morris is owner-operator and Arlo Woolery general manager of the full time 250 w, 1450 kc station.

STRONG BLOC BUCKS NBC RADIO 'SPOTS'

Among the 33 holdouts to NBC Radio's 'spot announcement' plan inaugurated April 18 were eight 50-kw and nine 5-kw stations, giving rise to serious doubts that the plan will succeed.

ALTHOUGH an overwhelming majority of NBC's radio affiliates accepted the network's offer of a one-time one-minute commercial for Kiplinger's *Changing Times* magazine under the controversial NBC "spot announcement" plan [B•T, April 19], the quantity and particularly the quality of the holdouts last week was giving rise to some serious doubts among both stations and advertisers as to the continued success of the plan.

Prior to the broadcast of the spot announcement on the two-hour Sunday Garroway program April 18, NBC reported that 158 stations had accepted it, with only 33 definite turndowns. Those stations refusing the business, B•T learned last week, include some of the most powerful and popular NBC Radio affiliates whose coverage areas serve important markets.

Among the holdouts were WFAA Dallas, WOAI San Antonio, KOA Denver, KFI Los Angeles, WBAL Baltimore, WTIC Hartford, WGY Schenectady, WSM Nashville—all 50 kw stations.

Other NBC Radio affiliates not accepting the controversial business were: WBEN Buffalo, WSPD Toledo, WTMJ Milwaukee, WOW Omaha, WWJ Detroit, WOOD Grand Rapids, WMBG Richmond, KPRC Houston, WKY Oklahoma City—all 5 kw stations.

The 16 other holdouts were not disclosed, but it seems a reasonable assumption that the 17 stations listed are representative of the complete list of 33. The question immediately arises: Why did they turn down the business?

The answer in the main seems to be because they considered it bad business. As one station spokesman explained the situation to B•T, here is a two-hour Sunday evening program, in prime time, 8-10 p.m., offered to advertisers for $2,000 a participation, with a maximum of 16 participations permitted during the two-hour broadcast. This rate, covering both time and talent for a full-network broadcast, is so far below the combined one-minute nighttime announcement rate of all NBC affiliates as to be considered a threat to the ability of the stations to sell their time to advertisers on a spot basis and therefore something not to be encouraged by an intelligent broadcaster who is interested in maintaining a profitable operation.

No smart broadcaster, the argument ran, would cut his own rate card rates. Why then, should he permit his network to do it for him?

Particularly puzzling to some affiliates was the $2,000 time-and-talent participation price put on *Sunday With Garroway*, a lower rate for this evening program than the $2,250 participation charge for the Saturday afternoon *Road Show* or the Sunday afternoon *Weekend*.

"If NBC really believes that its Sunday evening time is not as valuable as Sunday afternoon, then the whole network rate card should be overhauled," one spokesman declared.

In general the thinking seemed to be that expressed by Robert Hanna of WGY Schenectady, a member of the NBC Radio Affiliates Committee who vigorously disagreed with the acceptance of the network plan by the majority of the group [B•T, March 8]. The plan, he said, is a "short-range expediency" that could produce only "a weakening of the stations and consequently of the network and the radio medium as a whole."

Mr. Hanna urged affiliates to "re-examine the entire structure of the network and redefine its proper functions. It is possible that drastic revision of traditional thinking is necessary to re-establish economically sound network operations. We should undertake that now."

LOOKING OVER his contract for an hour-long Monday-Friday show on DuMont-operated WABD (TV) New York, said to involve $1 million, is comedian Ernie Kovacs (seated). Others (l to r): Robert J. Kaufman, of DuMont counsel; Ted Ashley, Mr. Kovacs' representative, and Norman Knight, WABD general manager.

10 DAY SATURATION SCHEDULE

Sells 70 Automobiles

BETTENDORF AND DAVENPORT IN IOWA

ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

In August 1953, Dahl Motors, Ford agency in Davenport, received an extra shipment of new cars.

To sell these automobiles, Dahl planned ten day new car promotion sparked by 35 announcements on WOC radio. No other advertising was used except one classified ad in local paper.

Net results—41 NEW CARS SOLD . . . 29 USED CARS SOLD. This approximates $135,000 in sales at an advertising investment of less than ½-of-1 per cent.

Outstanding sales successes like the above is the one big reason why BUSINESS IS BETTER THAN EVER AT WOC. Get further facts from your nearest F & P office.

WOC
THE QUINT-CITIES AM • FM ASSOCIATE

FREE & PETERS, INC.
Exclusive National Representatives
Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager

FREEDLEY BECOMES NBC NATL. SLS. MGR.

VINTON FREEDLEY Jr., who joined NBC as a radio account executive in 1951, last week was promoted to national sales manager of the NBC Radio network.

He will assist William H. Fineshriber Jr., vice president in charge of the radio network; Ted Cott, radio network operating vice president, and Fred Horton, director of radio network sales, in the development of new program sales plans and policies, reporting to Mr. Horton.

Before joining NBC, Mr. Freedley was with BBDO as an account executive on the Lucky Strike account, and before that was in charge of the Lucky Strike radio programs for Foote, Cone & Belding. He started his business career in the sales department of American Tobacco Co., manufacturers of Lucky Strikes.

Montgomery Heads Campaign

ROBERT MONTGOMERY, executive producer at NBC and host-narrator of NBC-TV's *Robert Montgomery Presents* (Mon. 9:30-10:30 p.m. EDT), has been named national co-chairman of the 1954 Multiple Sclerosis Campaign, which began last Tuesday and continues through June 15.

H. L. HUNT PLANS NEW NETWORK SHOW

The Texas millionaire and financier of Facts Forum says he is negotiating for a quarter-hour radio network discussion program to feature both a liberal and a conservative. He denies reports he has considered buying MBS.

H. L. HUNT, millionaire Texas oilman and financial supporter of Facts Forum radio and television programs and publications, revealed in New York last Thursday he is negotiating for the presentation over a radio network of a 15-minute five-days-a-week program featuring discussion of controversial issues by one conservative and one liberal commentator.

Mr. Hunt disclosed this information at a news conference where he flatly denied reports he planned to purchase or had considered purchasing the Mutual Broadcasting System. He added that it was his understanding that Thomas F. O'Neil, president of Mutual, was not interested in selling the network, but, in any event, he said he was not in the market for a radio or television network.

The network radio series, Mr. Hunt said, still is in the planning stage, but he reported he had several discussions with "various networks" on the possibility of carrying it. Mr. Hunt said he is considering ABC commentator Elmer Davis as the liberal spokesman and Hardy Burt, producer and moderator of several Facts Forum radio shows, as the conservative counterpart. He said no definite decisions have been made on the commentators.

Mr. Hunt said he will make the program available for sponsorship. In answer to a question, he replied that no starting date has been assigned to the program since several networks have the project under consideration.

Asked if he planned any television activity in addition to his current *Facts Forum Tv Show*, he said he was "thinking about it." What he had in mind, he said, was a tv film series pointing up the danger of communism, but he said he had not formulated any concrete plans.

Mr. Hunt estimated he spends about $6-7,000 a week on production for Facts Forum weekly radio and tv shows now on the air, which are carried free as public service programs. They are: *Answer for Americans* on ABC-TV and ABC Radio (produced and moderated by Mr. Burt); *Reporters Roundup* on Mutual (produced by Mutual and moderated by Mutual commentator Robert Hurleigh); *State of the Nation*, on Mutual (produced and moderated by Mr. Burt); *Facts Forum Radio Show*, on 400 individual radio stations (written and narrated by Dan Smoot); *Facts Forum Tv Show*, carried on about 75 individual television stations (produced by Mr. Smoot and S. McLendon).

Mr. Burt said the report Mr. Hunt would buy Mutual possibly originated because Facts Forum decided to underwrite the production costs of *Reporters Roundup* after its sponsor failed to renew. He said Mr. Hunt could offer no other explanation.

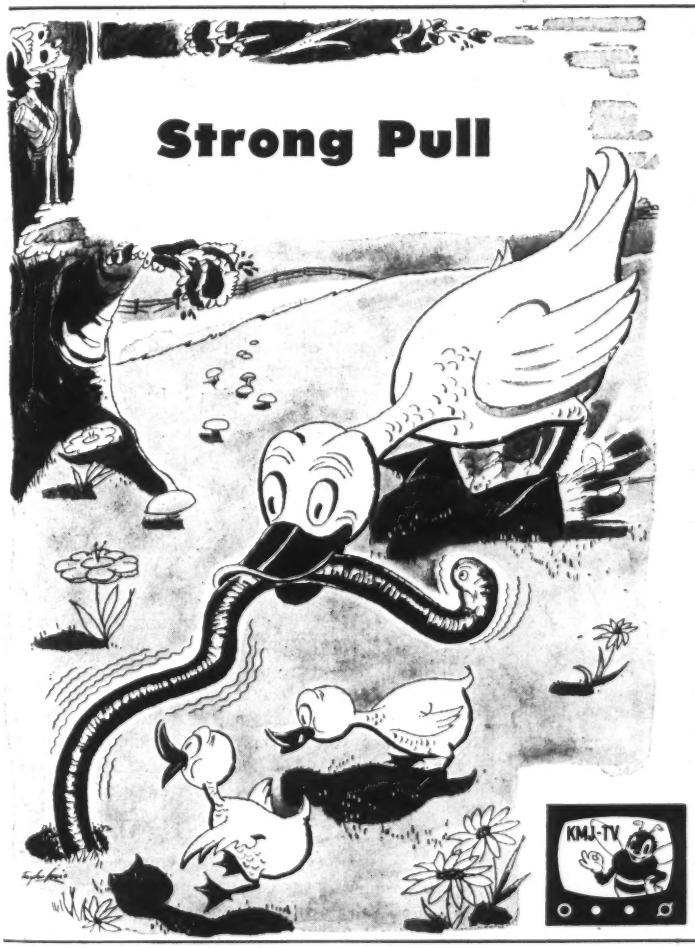
Ufland's Stop Watch

NECESSITY caused Len Ufland of the CBS-TV network operations staff to design a stop watch that is said to be superior to the sports timers currently used by most television networks. When Mr. Ufland joined the networks last year, he noticed that many programs had to be speeded up or slowed down by exactly a minute. Upon investigation, he learned that stop-watches timing the shows often were misread because the minute hand on the watch in use was small and hard to read. Working with a Swiss manufacturer, he has designed the Ufland Timer, which is being offered to the broadcasting industry. The watch eliminates all markings but the essential minute and second hands.

WTVJ (TV) to Join CBS-TV, Boost to 100 Kw Today

WTVJ (TV) Miami was scheduled to become a primary basic affiliate of CBS-TV today (Monday) and to mark the occasion with the dedication of a new 1,000-foot tower and new 100 kw transmitter.

Mitchell Wolfson, WTVJ (TV) president, expressed gratification at affiliation with CBS-TV, pointing out that under its new status, the station will be able to carry more of CBS-TV's shows and personalities. He said the new tower and transmitter will add another 400,000 potential viewers to the station's audience. The station, which operates on ch. 4, previously had served 14 counties in south Florida with a population of 1,055,700.



. . . keeps viewers tuned to

KMJ·TV

FRESNO • CHANNEL 24

the FIRST TV station in California's San Joaquin Valley

KMJ-TV pioneered television in this important *inland* California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-to TV station. *KMJ-TV is your best buy in the Valley.*

Paul H. Raymer, National Representative

ABC-TV's House Set

TO demonstrate a new-type house called "The Westerner," ABC-TV is scheduled to use on *The United States Steel Hour* tomorrow (Tues., 9:30-10 p.m. EDT) the "largest and most elaborate set ever constructed for a television commercial."

The set will contain a completely-furnished six-room, three-bedroom house, measuring 40 x 24 ft. and weighing about 12 tons. The house is the type of low-cost, pre-engineered homes manufactured by the United States Steel Homes Inc., housing subsidiary of the steel firm.

An ABC-TV spokesman said 14 network stagehands will have less than 24 hours to erect the set, build the house and prepare cameras and lighting.

CBS-TV Adds Three To 'Morning Show'

THREE new advertisers have joined the list of participating sponsors of the new CBS-TV *Morning Show* (Monday-Friday, 7-9 a.m. EDT), William H. Hylan, vice president in charge of CBS Television Network sales, announced last week. A total of 38 units have been sold on the series since its inception March 15, he said.

International Harvester Co., Chicago, on May 15, will take over the 7:50-7:55 a.m. spot on Wednesday and Friday to advertise its air conditioners, through Leo Burnett Co., Chicago.

Avoset Corp., San Francisco, for Qwip, a pressurized cream product, is using two periods a week—Thursday, 8:30-8:35 a.m., and Friday, 7:30-7:35 a.m.—through Harrington-Richards Div., San Francisco.

Florists Telegraph Delivery Assn., Detroit, has signed for a pre-Mother's Day promotion on May 7, through Grant Adv. Chicago.

KOLN-TV, WBTW (TV) to CBS

KOLN-TV Lincoln, Neb., and WBTW (TV) Florence, S. C., will join CBS-TV as primary interconnected affiliates effective June 1 and Aug. 1, respectively, it was announced last week.

KOLN-TV (ch. 12) is owned and operated by Cornhusker Radio & Television Corp., of which John Fetzer (WKZO-AM-TV Kalamazoo, WJEF Grand Rapids) is owner and president. Vhf ch. 8 WBTW (TV) is owned and operated by Jefferson Standard Broadcasting Co. (WBT, WBTV (TV) Charlotte, N. C.), with J. William Quinn as general manager.

Carter, Plymouth Purchase

TWO MAJOR advertisers, Carter Products Inc., and Plymouth Motor Corp. Div., have joined Chesterfield [B•T April 19] as participation sponsors of network radio programs.

Carter Products Inc., New York, bought three one-minute participations weekly effective May 3 for the Martin Block Show on ABC Radio (Mon.-Fri., 2:35-4 p.m.). Sullivan, Stauffer, Colwell & Bayles, New York, is the agency.

Plymouth Motor Corp., through N. W. Ayer & Son, New York, bought 13 participations on four different shows on NBC Radio.

WBEN has personalities—plus. They add *personal* punch to your sales message. Buffalo-area audiences *believe* WBEN personalities.

Call or Write any CHRISTAL Office in New York, Chicago, San Francisco, Boston or Detroit.

BUFFALO EVENING NEWS STATION

Mike & Screen Awards Set June 4 in New York

AWARDS for "outstanding coverage" of news and feature stories by radio, television and newsreels during 1953 will be presented at the 1954 Mike & Screen press dinner of the Radio-Newsreel-Television Working Press Assn. of New York at the Waldorf-Astoria Hotel June 4. CBS commentator Douglas Edwards is dinner chairman.

The affair will celebrate the publication of the "Mike & Screen Press Directory" by the association. Program will feature music by Ray Block and his orchestra and entertainment by radio and television personalities.

Another Honor to Murrow

EDWARD R. MURROW, CBS Radio and Television commentator, received the Bronze Plaque of Achievement of the Advertising Club of New York last Wednesday.

B•T WAS AMONG more than 300 business and trade publications cited by The Advertising Council for advertising support since 1949 of seven Council public service programs. Bruce Robertson (r), senior associate editor of B•T, accepts on behalf of Editor-Publisher Sol Taishoff one of the citations from Nelson Bond (l), chairman of the Council's Business Paper Advisory Committee and vice president-advertising director of McGraw Hill Publishing Co., and Stuart Peabody, Council chairman and assistant vice president of Borden Co.

In Recognition . . .

Ben Paschall, vice president and general manager, WNOE New Orleans, received an award from the metropolitan New Orleans Safety Council for his traffic safety committee activity in Dec., 1953 campaign sponsored by New Orleans area Chamber of Commerce.

Frank Hemingway, Mutual-Don Lee Broadcasting System newscaster, received three joint citations from national headquarters, California headquarters and Los Angeles Unknown Soldier Post 875, Veterans of Foreign Wars. Mr. Hemingway was lauded for promotion of VFW drive, his own Christmas gift for servicemen campaign, and other shows.

STANTON $235,780; MURROW, $240,627

The CBS Inc. president drew a salary exceeded only by that of commentator Edward Murrow, stockholders are told at annual meeting. Board Chairman William S. Paley, largest stockholder, received $100,000 remuneration.

DR. FRANK STANTON'S aggregate remuneration as president and board member of CBS totaled $235,780 for 1953, second only to CBS commentator Edward R. Murrow's $240,627, according to a proxy statement made available last week at the CBS annual stockholders' meeting.

CBS Board Chairman William S. Paley, largest single stockholder, received $100,000 in remuneration, the report showed, while J. L. Van Volkenburg, president of CBS-TV received $84,884; James B. Conkling, president of Columbia Records Inc., received $73,105, and Adrian Murphy, president of CBS Radio, received $65,000.

Other Salaries

Bruce A. and Lloyd H. Coffin, respectively former president and former board chairman-treasurer of CBS-Hytron and David H. Cogan, former president of CBS-Columbia, each received $77,395 for services during 1953. These three since have retired.

The remuneration figures do not include amounts set aside for these officers (except Mr. Murrow) for pension plan participations. In the case of Mr. Murrow, the $240,627 remuneration does not include $33,600 paid during 1953 as royalties to Persons and Persons Corp., of which Mr. Murrow, his son Casey, and his mother Mrs. R. C. Murrow are beneficial owners of 32½% of the stock.

In the stockholders meeting Mr. Murrow, who has been reported from time to time to be considering NBC offers, was among those re-elected to the CBS board of directors. There was no mention of Mr. Murrow's on-the-air entanglements with Sen. Joseph R. McCarthy (R-Wis.).

Named to the CBS board were the following:

By Class A stockholders: J. A. W. Iglehart, partner of W. E. Hutton & Co., investment bankers; Robert A. Lovett, partner of Brown Bros. Harriman, private bankers; Seymour Mintz, new president of CBS-Columbia; Mr. Murphy, president of CBS Radio; Samuel Paley; Dorsey Richardson, vice president of the Lehman Corp., investment company, and Mr. Van Volkenburg, president of CBS-TV.

By Class B stockholders: Mr. Paley, board chairman; Mr. Stanton, president; Mr. Conkling, president of Columbia Records; Mr. Murrow, commentator; Ralph I. Colin, member of the law firm of Rosenman, Goldmark, Colin & Kaye; Leon Levy, personal investments; Charles F. Stromeyer, new president of CBS-Hytron.

Stock Dividends

The stockholders voted amendments to the CBS certificate of incorporation to permit dividends to be paid in stock rather than cash (although Chairman Paley said no plan for making such payments in stock now is pending); and to eliminate all pre-emptive rights of stockholders with respect to the purchase of additional shares which may be offered.

Challenged by a stockholder on the pre-emptive rights question, Chairman Paley noted that he, as one of the larger stockholders might be considered by some to be giving up a considerable advantage, but that he felt, nevertheless, that abolishing pre-emptive rights was to the advantage of the company, in that CBS would have more freedom with respect to future financing.

In answer to another question, Mr. Paley said CBS' insurance loans by December of this year would amount to $50 million. He pointed out, however, that 1953 had been the company's best year; said that although exact figures are not yet available the first quarter of 1954 was better than last year's first, and that he was "optimistic" about a good second half of 1954.

AT&T Stockholders View Long Lines Dept. by C-C

SOMETHING new was added Wednesday at the annual meeting of stockholders of American Telephone & Telegraph Co., when the 1,400 persons present were taken on a tour of the company's Long Lines headquarters in another part of New York, by closed circuit television.

The 23-minute video tour of the Long Lines Bldg., which used actual Long Lines employes as speakers to explain the mechanics of transmitting telephone conversations and radio and tv programs across the country, was presented following the voting for directors and while the ballots were being counted. Produced under the supervision of Richard Holt, assistant to the general manager, Long Lines' Central Area, the technical aspects of the closed circuit program were handled by RCA, which supplied 11 cameras and about 100 technicians for the job.

Closed circuit tv also was used by AT&T to transmit the events of the meeting to the overflow audience of some 700 stockholders, about half the total, who were unable to get into the meeting room but watched and listened to the meeting on tv receivers in another room in the building.

An offer by ABC-TV to telecast the meeting for the viewing public at home had been "turned down cold," Mrs. Wilma Soss, president, Federation of Women Shareholders in American Business, said, asking why permission for the telecast had not been given. Leo F. Craig, AT&T president, who presided, replied that if any such tv coverage of an AT&T meeting were to be done, "we feel it should be made under our own sponsorship."

Stockholders re-elected the 19 directors of the company, as proposed by the management, and voted down two names proposed from the floor. Also voted down were resolutions to put a $25,000 ceiling on company pensions and to hold regional meetings, both opposed by the board.

In a brief statement on the company's situation, Mr. Craig said that while the general business readjustment "is having its effect on us," AT&T "is in good shape to take whatever problems 1954 can offer."

Transmitting Equipment

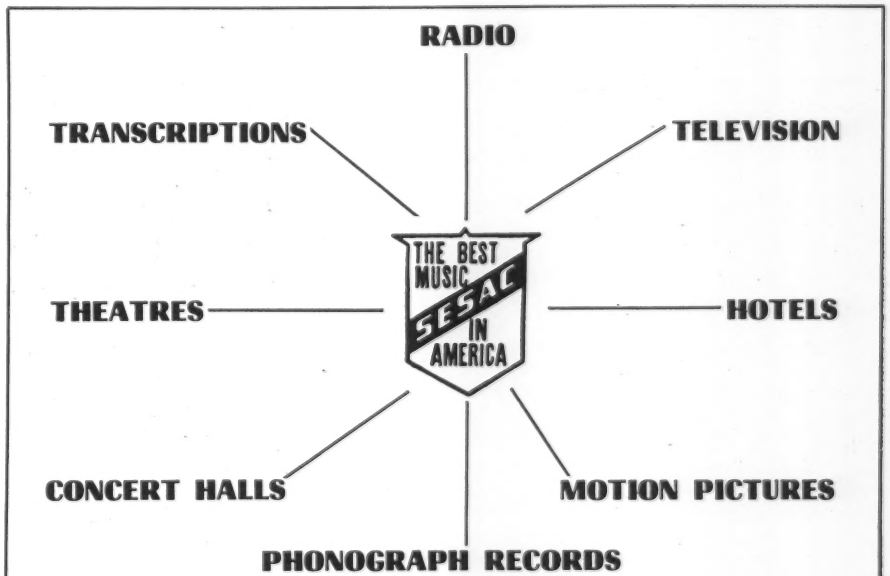
TRANSMITTER SHIPMENTS

Station	Power	Band	Use
General Electric Co.			
KTNT-TV Tacoma, Wash.	5 kw	tv (ch. 11)	----------
WBDO-TV Orlando, Fla.	5 kw	tv (ch. 6)	new station

ORDERS

WCNY-TV Carthage, N. Y. 20 kw tv (ch. 7) new station

OTHER EQUIPMENT: GE also reported last week it shipped a 12-bay antenna to KTNT-TV; 6-bay antenna and 35 kw amplifier to WDBO-TV; 35 kw amplifier to KCMC-TV Texarkana, Tex. (ch. 6); 5-bay antenna to WINT (TV) Waterloo, Ind. (ch. 15). Order was received for a 12-bay antenna from WCNY-TV, GE said.



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The ever growing SESAC repertory now consists of 263 Music Publishers' Catalogs—hundreds of thousands of selections.

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Serving The Entertainment Industry Since 1931

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EVEN PHILADELPHIA WATCHES

WHEN TV

IN PHILADELPHIA NEARLY EVERYBODY WATCHES WHEN-TV. They've found something better than an almanac and they're higher than a kite with pleasure.

Blue laws are outlaws since Philadelphia, N. Y., discovered WHEN-TV. Poor Richard or Wealthy Susan, everyone is snug at home, watching Channel 8 and not caring a continental for curfew. Like folks in 250 similar upstate communities, Philadelphians get to bed later these days (guess why!) but they keep healthy, you-know-what, and wise. If thee have goods for solid citizens such as these and a liking for solid American dollars in return, then oyez, oyez . . .

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES WHEN TV

CBS
ABC
DUMONT

A MEREDITH STATION

CHANNEL 8
SYRACUSE, N.Y.

Bell Labs Develops Unique Battery Using Sun's Energy

Device converts useful amounts of sun's energy directly into electricity. Experiment uses battery to power voice transmission over telephone lines and for transistor radio transmitter for speech and music.

A SOLAR BATTERY—described as the first successful device in converting useful amounts of the sun's energy directly into electricity—was demonstrated yesterday (Sunday) at Bell Telephone Labs. Another demonstration will be given tonight (Monday) at the annual meeting of the National Academy of Sciences in Washington, D. C.

Bell Labs device is the second type of non-conventional battery to be introduced this year. RCA some weeks back [B•T, Feb. 1] demonstrated an experimental battery which directly converted atomic energy into electric power. Although neither device is out of the laboratory stage as yet, both point the way to new sources of power which may in time replace the steam and gasoline engines as the primary creators of electrical energy.

Blade-Thin Strips

The battery uses strips of wafer-thin silicon about the size of ordinary razor blades, extremely sensitive to light, which can be linked together to deliver power from the sun at the rate of about 50 w per square yard of surface. In the demonstration, the experimental solar battery was used to power voice transmission over telephone lines and to provide power for transistor radio transmitter carrying both speech and music.

Bell Labs scientists reported achieving a 6% efficiency in converting sunlight directly into electricity, pointing out that this compares favorably with the efficiency of steam and gasoline engines and is better than the usual photo-electric device with an efficiency of about 1%. Improved techniques can be expected to improve the present efficiency of the solar battery substantially, it was said.

There is no danger of a shortage of material for the solar batteries, as silicon comes from common sand, one of the most abundant materials in the world, it was pointed out. The Bell scientists also noted that with no moving parts and with nothing consumed or destroyed in the process of converting the sun's power into electricity, the battery shound theoretically last forever.

The device was developed by a three-member team of Bell Labs scientists: G. L. Pearson, a physicist; C. S. Fuller, a chemist, and D. M. Chapin, an electrical engineer.

INVENTORS of the Bell solar battery (l to r), G. L. Pearson, D. M. Chapin and C. S. Fuller, check sample devices for the amount of electricity derived from sunlight, here simulated by a lamp.

ALTEC LANSING CORP., New York, announced last week development of this new M20 Lipstik microphone, which is described as "the smallest on the market," measuring three inches in length and five-eighths of an inch in diameter. It is said to be capable of "perfect performance" for radio, tv and public address use in lapel, breast pocket, clipped to manuscript or in hand.

LIBEL-SLANDER

We have never encountered a Broadcaster who wasn't interested in this hazard—nor one who wasn't exposed to it! Hundreds, nationwide, have our unique

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covering this and related risks, Policies tailored to fit *your* institution. Rates? Almost absurdly low. Details? A letter to us, please.

WRITE FOR DETAILS AND RATES

Employers Reinsurance Corporation

INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

ACA Sets Radio-Tv Agenda For Annual Meeting May 4-7

CANADA

RADIO and television will have a major place in the agenda of the four-day 39th annual meeting of the Assn. of Canadian Advertisers in the Royal York Hotel, Toronto, May 4-7. On May 5 J. E. Potts, director of Pepsodent division of Lever Brothers Ltd., will conduct a broadcasting forum.

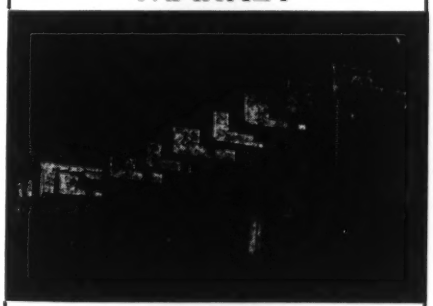
Speakers and subjects include: "How Effective is Radio Today?" by Joseph B. Ward, Advertising Research Bureau, Seattle; "Program Production Problems in Television—USA" by an as-yet unnamed NBC, New York, speaker; "Is Television an Effective, Economic Buy?" by Rodney Erickson, Young & Rubicam, New York; "Program Production Problems in Television—Canada" by J. M. Reynolds, Canadian Broadcasting Corp., Toronto; "Television Set Production and Forecast" by John D. Campbell, Canadian Westinghouse Co. Ltd., Hamilton, Ont.

Marketing Experts to Denmark

DENMARK

THREE-MAN team of marketing experts left for Denmark last week to hold seminars for Danish businessmen who asked for them through the State Dept. The team includes J. P. Napier, executive vice president, A. C. Nielsen Co.; Hal M. Chase, director of marketing, National Biscuit Co.; C. Milton Monroe, account executive, Young & Rubicam.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.

MAYOR ROBERT KERR (l) of Cortland, N. Y., receives the emblem of Radio Pakistan from Mahmud Nizami, director of Radio Pakistan's Peshewar station.

Pakistan, WKRT Cortland Initiate Program Exchange

PAKISTAN

WKRT Cortland, N. Y., and Radio Pakistan's Peshewar station will exchange programs via tape recordings, it was announced last week after return of Leighton Hope, owner of WKRT, and Cortland's Mayor Robert Kerr from a good will tour of Pakistan. The tour was a step in the affiliation plan of the cities of Peshewar and Cortland, by which the people of the two cities hope to create and encourage deeper friendship and stronger ties of mutual understanding, the two Cortland men said.

The administrator (mayor) of Peshewar will visit Cortland this spring, it was said.

Bogota Contract Let

COLOMBIA

GOVERNMENTAL contract for the Bogota, Colombia, Radio-Tv City [B•T, April 12] has been awarded to Bogota architects, Cuellar, Serrano & Gomez, which in turn has appointed Dr. Walter J. Duschinsky, planner, and Antonin Raymond and L. L. Radio, of New York, as associate architects. Dr. Duschinsky already has left New York for Bogota to direct the general planning of the broadcast center. He designed WWJ-TV Detroit and planned the radio and tv facilities of the UN headquarters in New York. He recently returned from Tokyo where he was in charge of construction of JOAX-TV, Asia's first commercial tv station.

Tv in Latin America

LATIN AMERICA

PROSPECTS for sale of television receivers in the Central American and Caribbean areas were termed "very bright" by Joseph Kattan, vice president of Emerson Radio Export Corp., upon his return to New York from a survey of the tv market in those areas. He reported favorable conditions in Cuba and Puerto Rico, but said prospects are "not so bright" in Mexico. Emerson nevertheless is optimistic about development of radio and television in Mexico, he said, and is concluding plans for the establishment of a plant there.

BILL BRAMHALL, one of WEMP'S famous air salesmen, emcees two great shows daily. His homespun style is all his own, yet fits like a glove in the WEMP family. One thing is sure, if Bill says it's good, they buy it. Some of his national advertisers are:

Coca-Cola, Oxydol, Omar, Simonize, Robert Hall, Household Finance, Miller Brewing Co., Halo Shampoo, Musterole, Howard Johnson, Blutone Fuel Oil, Nesbitt.

WEMP delivers up to twice the Milwaukee audience per dollar of Milwaukee network stations.* Call Headley-Reed!

*Based on latest available Pulse ratings and SRDS rates.

WEMP WEMP-FM MILWAUKEE

HUGH BOICE, JR., Gen. Mgr.
HEADLEY-REED, Natl. Rep.

24 HOURS OF MUSIC, NEWS, SPORTS

ONLY 4 STATIONS
ARE powerful enough and popular enough to register audiences in radio survey ratings of both Los Angeles and San Diego.
OF THESE TOP FOUR . . . KBIG is
• the only independent
• the least expensive
• the lowest cost per thousand families
KBIG 6540 Sunset Boulevard, Hollywood, California

Music—News—Time
KBIG
The Catalina Station 740 on your dial

KBIG uses Outdoor Advertising (illustrated)—plus all other major media in all-year audience promotion

CETA Advisory Board Sets Chicago Meeting

MORE than 200 representatives from 27 educational and cultural institutions—all voting members on the advisory board of the Chicago Educational Television Assn.—will convene for a two-day conference sponsored by the Illinois Institute of Technology in Chicago May 21-22.

The "grass roots" meeting is designed to explore the role of the professional educator in educational tv. The agenda calls for discussions of program format and content, types of audiences, techniques on prize-winning tv shows, and talent training. Kinescopes of outstanding educational video fare will be shown. Differences between university and community operated outlets will be aired.

The opening general session will include a review of plans for operation of ch. 11 WTTW (TV) Chicago by Chicago Educational Television Assn. this fall or early next year.

The conference committee is working with the Joint Committee on Educational Television, the National Citizens Committee for Educational Television and other organizations in preparing the program.

WNYC Educational Series Set Under Bernays Grant

PLANS of New York-owned WNYC New York for a week-long radio documentary project examining American education, starting May 3, have been announced by Seymour N. Siegel, director of radio communications for the City of New York.

Titled *Educational Institute of the Air,* the series will be produced by WNYC-AM-FM under the terms of a grant from the Edward L. Bernays Foundation to the National Assn. of Educational Broadcasters. (Mr. Bernays personally has been active in what he calls an attempt to improve Tv commercials' quality and effectiveness, through surveys of attitudes toward commercials [B•T, April 5, Feb. 1].

In the WNYC project almost 100 special programs featuring prominent U. S. educators will be presented, with emphasis on "appraisal of how educational processes are carried on from nursery to the adult level" and "a survey of the job which must be done for tomorrow's education."

Personnel Service for Educ. Broadcasters Set Up by NAEB

ESTABLISHMENT by the National Assn. of Educational Broadcasters of a personnel service to serve the needs of the entire field of educational television and radio has been announced by Graydon Ausmus, president of NAEB.

The project was made possible by a grant to NAEB from the Ford Foundation's fund for adult education. It provided for the establishment of a personnel office with a full-time director and secretary so that files may be maintained on all qualified personnel seeking positions in the field of educational television and radio. The service will be made available to all stations, whether NAEB members or not.

Donald N. Walker, formerly assistant office supervisor of the U. of Illinois Health Service, was named by Mr. Ausmus to direct the activities of the personnel service. Mr. Walker, a U. of Illinois graduate, has had experience in personnel supervision, sales, accounting and office management. He will operate from NAEB's headquarters in Urbana, Ill.

ACCEPTING the title to the former transmitter of KPIX (TV) San Francisco from Philip G. Lasky (l), KPIX vice president-general manager, is James Day, general manager of KQED (TV) Berkeley, the Bay Area's noncommercial educational tv station. The transmitter was converted from KPIX's ch. 5 to KQED's ch. 9 and now is beaming test patterns from the top of the Mark Hopkins Hotel.

Violence on Tv Has a Use, George Pal Tells Panel

VIOLENCE seen by children on tv programs was defended by George Pal, motion picture producer-director, during KTHE (TV) Los Angeles *Families Are First* panel discussion program on the Allan Hancock Foundation educational station.

Mr. Pal, guest panelist in discussion of tv film programming, said, "Children should learn as early in life as possible that all is not sweetness and light. They should know what violence is, what it means, what causes it, so they can face life realistically. They must learn how to control conflicts."

Also on the panel were Carl Nader, director, 16 mm film division, Walt Disney studios; Cobina Wright, authoress and columnist; Florence Thalheimer, director, KTHE school programs and tv chairman, Los Angeles Parent-Teachers Assn., and Edith Hagelin, motion picture chairman, Los Angeles PTA.

Workshop at U. of Toledo

A NATIONAL workshop on education by television was held last Monday through Saturday at the U. of Toledo campus, Toledo.

Three work group leaders were I. Keith Tyler, director of the Ohio State U. office of radio education; Armand Hunter, director of Michigan State College's WKAR-TV East Lansing, and Edgar G. Sherburne, formerly with Naval Special Devices Center, Port Washington, N. Y.

The workshop was sponsored by the Council of National Organizations of the Adult Education Assn. in cooperation with the Willys Motors Electronics Division and Toledo U.

WSOC Offers College Course

WSOC Charlotte, N. C., has recently inaugurated a course in radio-tv for students at Queens College, that city. The course, which is fully accredited, is becoming one of the most popular ones on the college curriculum, Charles M. Marshall, promotion manager, reported. The WSOC staff serves as faculty, with each man teaching his own specialty.

SAG Cancels Contract With Tableau Television

CONTRACT with Tableau Television Ltd., Beverly Hills producers of the syndicated *China Smith*, was cancelled by Screen Actors Guild last week because of non-payment of residuals to talent. SAG members simultaneously were instructed not to act in that tv film series, nor contract for future work until the company has met its already-incurred financial obligations.

With the series now in its fourth run on a Los Angeles station (KABC-TV), SAG National Executive Secretary John L. Dales Jr. declared the producers have failed to pay a large number of actors the residuals due under the guild contract. He said the total involved is more than $10,000.

Under the guild contract with producers of tv entertainment film, the actor's original salary allows two runs of the film in each city; 50% more for third and fourth runs; 25% for fifth runs and 25% for the sixth.

Of the 26 half-hour episodes made to date, six have been produced in Mexico. The latter are not subject to the SAG contract, it was explained. Partial payment has been made to actors in only four of the others, according to guild executives.

Local 802 Still Picketing

LOCAL 802, American Federation of Musicians, continued to picket the studios of WOR-AM-TV New York and WINS New York with no progress reported in their labor disputes. WOR-AM-TV has been broadcasting without musicians since Feb. 28, WINS since March 31 [B•T, April 19].

REGIONAL RADIO WOW
First in all Periods!*

6-10 a.m.
WOW Pulse 8.3
B station 3.7
C station 2.4

10 a.m.-2 p.m.
WOW Pulse 8.7
B station 4.6
C station 2.3

2-6 p.m.
WOW Pulse 8.5
B station 3.6
C station 3.8

6-10 p.m.
WOW Pulse 10.4
B station 6.3
C station off air

*Mon. thru Fri. Nov. — Dec. 1953 Pulse of Regional Radio WOW Area

RADIO WOW
OMAHA 590 • NBC
A Meredith Station
JOHN BLAIR & CO., Rep.

Extra for Extras

EVERYONE from elephant riders to midgets will get a 5% wage increase retroactive to Jan. 2 under a revised basic agreement between the AFL Screen Extras Guild and the Assn. of Motion Picture Producers. Submitted to guild members for ratification, the agreement calls for a new daily pay scale of $52.50 for extras who ride either a camel or an elephant. If they do it for a week, pay is $262.50. Midgets are listed for $19.43 per day and $97.15 weekly under the revised contract. Divers in swimming routines also receive pay increases, varying in proportion with height of dives.

Support Mounts for Draft Of Brewer as IATSE Head

CAMPAIGN to draft Roy M. Brewer in the election race for the presidency of International Alliance of Theatrical and Stage Employes, against incumbent Richard Walsh, received added support in Hollywood last fortnight. Television Broadcasting Studio Employes Local 815, IATSE, voted support of Mr. Brewer's candidacy and contributed $500 of Local funds to the draft committee.

Motion Picture Studio Cinetechnicians Local 789 was the first Hollywood IATSE group to support the movement and has voted $1,500 to augment the $500 set aside by Local 815.

Mr. Brewer currently is executive assistant to Steve Broidy, president, Allied Artists Productions, motion picture production firm. He resigned as IATSE Hollywood international representative last year after reported disagreement over union policy with Mr. Walsh.

Opposition by the Hollywood locals to Mr. Walsh charged him with intimidation and "terroristic tactics" in his dismissal of William O. Brown as IATSE special international representative and organizer in the tv field.

Mr. Brown, who continues as business agent and secretary of Local 815, is a leader in the movement to draft Mr. Brewer, and reportedly has termed the latter "the only man who can halt the complete distintegration of our position in the tv field."

Mr. Brewer is reported ready to "take a swing around the country before making a formal announcement" on his candidacy.

IATSE Cartoonists May Strike

STRIKE action is expected if membership of IATSE Cartoonist Local 839, in negotiation since mid-January for a working agreement with members of the Animated Cartoon Producers Assn., votes today (April 26) against accepting the newest counter-wage offer. The producers latest proposal provides for a 5% raise, plus ½-to-2% additional for persons making less than $65 per week with studio experience of three years or more. Starting rate of $34 per week is retained. Hollywood AFL Film Council last week voted full support to the cartoonist local.

All Scope Off SAG Unfair List

ALL SCOPE Pictures Inc., Hollywood, is the second film company to sign Screen Actors Guild's basic collective bargaining agreement and thus be removed from SAG unfair list on which it was placed March 7 [B•T, March 8]. Cate & McGlone, Hollywood, signed the agreement March 17.

WTAG SPECIFIES ML-892R

"The tube...giving us such good performance is Machlett 892R... This tube has now accumulated over 60% more hours than any other we have used, and is still operating normally. This is by far the best performance we have ever had on an 892R."
Elliott A. Browning
Chief Engineer, WTAG

How do you choose the best transmitting tube?

Data sheets won't tell you... but tube performance, backed by the manufacturer's reputation, will!

Choose Machlett and you find . . .

57 years electron tube experience.

Leadership in high vacuum technique.

Design superiority in high power, big tube ruggedness and reliability.

A specialist whose reputation has been achieved solely by the production of highest quality electron tubes.

MACHLETT

Machlett tubes are distributed by **Graybar, Westrex, Dominion Sound.**

For full information on Machlett's extensive line of broadcast tubes, write

MACHLETT LABORATORIES, INC.
Springdale, Connecticut

Advertisers

Bruce E. Miller appointed national advertising manager for Plymouth Motor Corp., Detroit.

Louis Gaviati, general sales manager, Regal Amber Brewing Co., S. F., named advertising director; **Reeves Hendershot,** southern div. sales manager, named general sales manager; **Jack Thomason** replaces Mr. Hendershot.

William C. Gray and **Cory D. Clark Jr.,** both assistant advertising managers, Albers Milling div., Carnation Co., L. A., named advertising managers for new Friskies Dog Food dept. and Carnation and Albers branded cereals department, respectively.

Edward J. Maxine promoted to assistant sales manager, Tidy House Products Co., Shenandoah, Iowa.

Robert C. Warren, account executive, Ruthrauff & Ryan Inc., L. A., to Forest Lawn Memorial Park, Glendale, Calif., as director of community affairs (publicity, advertising, public relations).

Agencies

William Huse, advertising manager, Albers Milling Co., div. of Carnation Co. L. A., to Dancer-Fitzgerald-Sample Inc., N. Y., as vice president and account executive.

Frederick E. Spence, vice president in charge of international operations, Grant Adv., N. Y., moved to New York office of agency with staff of people assigned to work with Grant's 32 offices throughout the world.

Edwin Badger, assistant general manager, Foote, Cone & Belding, Houston, Tex., elected a vice president.

THIS HEFTY bass was caught in western North Carolina by James A. Hagan, sales manager of WWNC Asheville, his biggest haul in a decade. It bears out the adage that a salesman must "keep going back," according to Cecil B. Hoskins, WWNC general manager.

Clifford Dillon, formerly with Ward Wheelock & Co., N. Y., to Cecil & Presbrey, N. Y., as vice president and creative director.

Robert S. Aitchison, vice president, Saunders, Shrout & Assoc., Chicago, to The Fensholt Adv. Agency, same city, in same capacity.

Edgar Peck, circulation promotion manager, *Look* magazine, to Grey Adv., N. Y., as account executive.

Col. Myers Cather, recently separated from USAF, and previously owner of advertising agency, Lincoln, Neb., to Phil D. McHugh Co., L. A., as account executive on aviation accounts.

James F. Quinn elected a vice president and account supervisor, Ross Roy Inc., Chicago; **Donald M. Mullen** to Ross Roy Inc., Detroit, as account executive.

Robert M. Barthold Jr., account executive, McCann-Erickson Inc., S. F., has resigned.

Frank K. Beck, previously with Abbott Labs., to Harry C. Phibbs Adv. Co., as copywriter and account executive.

William H. Kennedy, formerly with Brooke, Smith, French & Dorrance, Detroit, and **Tee V. Watson,** Grant Adv., Chicago, to J. Walter Thompson Co., Chicago, as radio-tv timebuyers.

Peter Arnold Krug, director of radio-tv, Hicks & Greist Inc., N. Y., to Calkins & Holden, Carlock, McClinton & Smith Inc., same city, in similar capacity.

Francis X. Brady, Ward Wheelock & Co., N. Y., to Harry B. Cohen Adv. Co., same city, as director of marketing and research.

Martin J. Santa, senior copy writer, Burlingame-Grossman Adv., Chicago, appointed copy director.

Robert H. McCullough, production manager of former Don Allen & Assoc., Portland, Ore., to production dept., Cole & Weber, same city.

Marilyn Hart, formerly with Schwimmer & Scott, Chicago, to radio-tv commercial dept., Tatham-Laird Inc., Chicago.

James S. Campbell, Sherman & Marquette, N. Y., to copy staff, radio-tv dept., D'Arcy Adv., same city.

Arthur R. Ross, radio-tv writer-producer, W. B. Doner & Co., Detroit, to creative staff, Campbell-Ewald Co., same city.

Si Lewis, WPIX (TV) New York, to Product Services Adv., N. Y., as head of tv and radio department.

John Sheldon, Lennen & Mitchell, N. Y., to service dept., Kudner Agency, same city.

Glen Jocelyn, formerly with Foote, Cone & Belding, N. Y., to Harry B. Cohen Adv., same city.

Jack Glenn, formerly with Ward Wheelock & Co., Phila., to McKee & Albright Adv., same city.

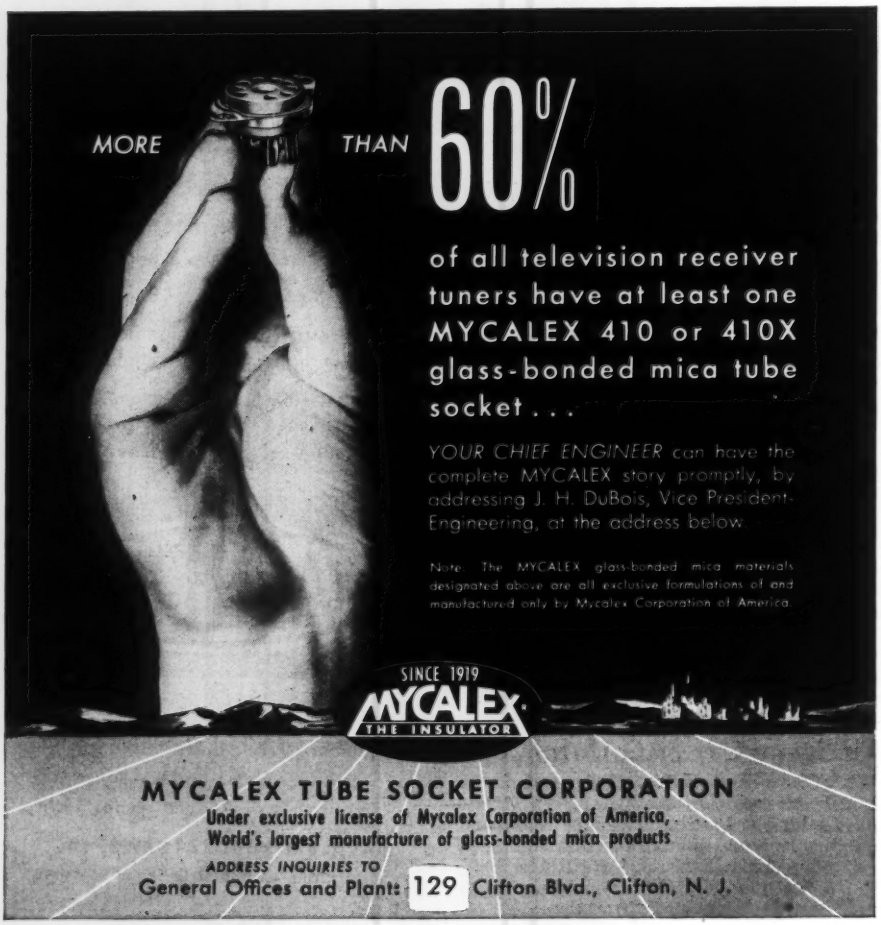
Nat M. Kolker, president, Nat M. Kolker Adv., Philadelphia, elected president National Federation of Advertising Agencies.

Charles H. Brower, executive vice president in charge of creative departments, BBDO, elected to board of directors of Advertising Council, as a representative of advertising agencies.

Ed Fritz, radio-tv director, and **Dave Hayes,** assistant radio-tv director, W. E. Long Co., Chicago, collaborated on musical satire of radio-tv-advertising field, "Out There," presented at DePaul U. April 25-30.

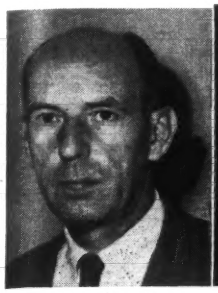
Stations

Jean Paul King, commercial manager, KLAS-TV Las Vegas, appointed general manager, succeeding **Robert Gardner,** who joins a local ad-

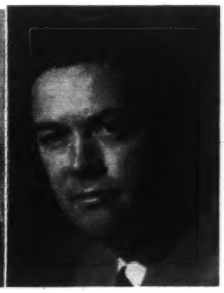

MORE THAN 60%
of all television receiver tuners have at least one MYCALEX 410 or 410X glass-bonded mica tube socket . . .
YOUR CHIEF ENGINEER can have the complete MYCALEX story promptly, by addressing J. H. DuBois, Vice President-Engineering, at the address below.
Note: The MYCALEX glass-bonded mica materials designated above are all exclusive formulations of and manufactured only by Mycalex Corporation of America.
SINCE 1919
MYCALEX
THE INSULATOR
MYCALEX TUBE SOCKET CORPORATION
Under exclusive license of Mycalex Corporation of America,
World's largest manufacturer of glass-bonded mica products
ADDRESS INQUIRIES TO
General Offices and Plant: 129 Clifton Blvd., Clifton, N. J.

vertising agency in executive capacity.

John North, general sales manager KEDD (TV) Wichita, Kan., appointed vice president and general manager.



MR. NORTH



MR. GARVEY

Charles Garvey, sales manager, WJBO-WBRL (FM) Baton Rouge, La., appointed general manager, succeeding **J. Roy Dabadie,** appointed general manager, WBRZ (TV) same city [B•T, April 19].

William E. Daley, account executive, WTCN-AM-TV Minneapolis-St. Paul, appointed sales manager, same stations.

MR. DALEY

Robert L. Baratta, formerly with Point of Purchase Posters, Portland, Ore., appointed account executive, KEX that city.

Robert W. Dumm, general manager, KXOA Sacramento, resigned April 17 with future plans to be announced in 30 days. **Lincoln Dellar,** KXOA president, assumes active management.

Leo Borin, manager, WHAY New Britain, Conn., appointed manager, KOTA Rapid City, S. D., effective May 1.

Col. G. E. Ryan, British Columbia div. manager, Canada Dry Ltd., named sales manager, CJOR Vancouver, B. C. **Don Laws,** commercial manager, CJOR, will handle network and special sales, same station.

Paul L. Woodland, promotion manager, KYW Philadelphia, named promotion manager, Steinman Stations, headquartered in Lancaster, Pa.

Dick Dean, commercial manager, KRUN Ballinger, Tex., named general manager, KEVA Shamrock, Tex.

Frank Shaw, NBC Film Div. sales staff, Chicago, to sales staff WAAT Newark, assigned to concentrate on New York agencies.

Bill Burn named sales manager, WDAY Fargo, N. D., succeeding **Tom Barnes,** who continues as manager and sales manager, WDAY-TV.

Hudson Shubert, sales manager, Sears, Roebuck & Co., Oklahoma City, named local salesman, WKY Oklahoma City.

Bert Libin, account executive, WWDC Washington, to sales staff, WMAL same city. **Charles F. Hunt,** WLEE Richmond, to announcing staff, WMAL-AM-TV.

Edward O. Smith Jr., formerly space salesman, *Time* magazine, to sales staff, WBZ-WBZA Boston-Springfield.

Bob Cawley, music director, KOTV (TV) Tulsa, Okla., named director-announcer KPHO-TV Phoenix, Ariz.

Orville Rennie, director of alumni public relations, Cornell College, Mt. Vernon, Iowa, appointed business and showmanship manager, KIOA Des Moines.

MR. RENNIE

Thomas E. Arend, producer - director, WNBK (TV) Cleveland, appointed production manager, WMTV (TV) Madison, Wisconsin.

Charles O'Donnell named program director, WHAT Philadelphia.

Robert Orth, KOIN-TV Portland, Ore., promoted to continuity director.

Hank Lewis, formerly with New York-owned WNYC, appointed chief of news bureau, WPAC Patchogue, L. I.

J. B. Clark, WBT Charlotte, N. C., named Carolinas news editor, that station.

Joan McCrea to traffic dept. and **Lois Weiss** to production dept., KYW, Philadelphia.

Frank Stevens, sports director, WOSU Columbus, Ohio (Ohio State U.), to nighttime announcing staff, WWVA Wheeling, W. Va. **Frank Noto,** promotion dept., WHP-TV Harrisburg, Pa., to continuity dept., WWVA.

Helen M. Loy, formerly with Hartford *Courant,* to WKNB-TV New Britain (Hartford), as public relations and promotion director.

Virginia Everett, editorial staff *Yonkers* (N. Y.) *Herald-Stateman* and *Arizona Republic,* Phoenix, named assistant to publicity and public relations manager, WPIX (TV) New York.

Cal Milner, formerly program director, WHAT Philadelphia, to WPEN same city.

Louise Frazier, WNHC-TV New Haven, to

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St., New York 19

The Sammy Kaye Show

AN RCA Thesaurus show*

Television and radio audiences in the millions . . . record breaking personal appearances . . . a tremendous following of fans from coast to coast—*that's the Sammy Kaye* story!

And with that story, plus hard-hitting *Thesaurus* sales tools, subscribers are clinching sales with *The Sammy Kaye Show! Thesaurus* subscribers across the country are making money . . . for example—"*Sammy Kaye Show* sponsored by Walkover Shoes for over 2 years . . . doing excellent job!"—WCMB (Harrisburg, Pa.)—"Sold insurance agency 39 weeks . . . very difficult to sell until he saw *The Sammy Kaye Show* brochure . . . then he took it immediately!"—WCNH (Quincy, Fla.)—"Easy to sell *The Sammy Kaye Show* to Rexall Drug Stores for 52 weeks . . . audition disc excellent!"—WKCT (Bowling Green, Kentucky).

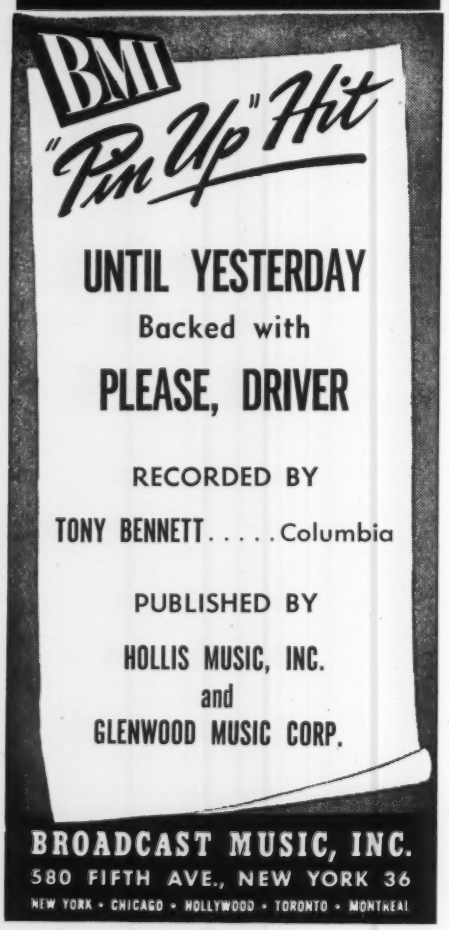
If you're not a subscriber be sure to get the facts, including the amazing low rate on the 31 *Thesaurus* "Big-name shows for low-budget sponsors"—and audition disc for "*The Sammy Kaye Show.*"

* *Thesaurus Success Story #2*

TMKS® RCA recorded program services

Radio Corporation of America, RCA Victor Division
630 Fifth Avenue, New York 20, N. Y.—JUdson 2-5011
Chicago, Hollywood, Atlanta, Dallas

ATOMIC ENERGY
That's how advertisers describe the force their sales messages get from
Radio Activity
that's been going on for years at
WSYR ACUSE
570 KC
NBC Affiliate in Central N.Y.
Headley-Reed, Nat. Rep.



WEWS (TV) Cleveland as hostess on *Women's Window* program.

Rev. Clarence H. Cobbs, First Church of Deliverance, Chicago, signs for weekly series over WBKB (TV) that city, emanating directly from the church.

John S. Hayes, president, WTOP Inc., Washington, named general campaign chairman, 1955 Community Chest-United Defense Fund campaign in the Washington area.

John Pattison Williams, executive vice president, Air Trails Network (WING Dayton, WCOL Columbus, WIZE Springfield, Ohio, and WCMI Ashland, Ky.), re-elected member, advisory board, Dayton Salvation Army.

Victor A. Sholis, vice president-director, WHAS Louisville, named Louisville area chairman of American-Korean Foundation fund campaign.

W. Frank Harden, managing director, WIST Charlotte, N. C., honored for outstanding Jaycee service by South Carolina Junior Chamber of Commerce and elected to membership, Senate of Junior Chamber International.

Russ Coglin, disc m.c., KROW Oakland, Calif., cited by Disabled American Veterans for "unselfish efforts . . . to better the cause of the disabled veteran."

Dick Weiss, disc m.c., WFDF Flint, Mich., has recorded two vocals on Manhattan label, "I'm Dancing With My Darling" and "Tired of Me."

George R. Whitney Jr., son of general manager, KFMB-AM-TV San Diego, father of boy, April 1.

Robert Zirk, chief engineer, WLBK De Kalb, Ill., father of boy, Robert Louis Jr.

Roger Langston, promotion manager, WMBR Jacksonville, Fla., father of girl, Sheryl Ann, April 9.

Jim Metcalf, staff announcer, WJAR-AM-TV Providence, father of boy, March 30.

Bob Burns, staff announcer, WHAM Rochester, N. Y., father of girl, Shelly Robin, April 12.

Benne Alter, director of production, WQUA Moline, Ill., died April 11, from a heart attack.

Film

Charles Ross, formerly on New York sales staff, Prockter Television Enterprises, to sales staff, Guild Film Co., as account executive.

Charles M. Weiner, formerly in theatrical film distribution, to Louis Weiss & Co., Los Angeles tv film distribution firm, as sales representative in Minnesota, Wisconsin, Iowa, Nebraska, North and South Dakota. He is headquartered at 3233 Fremont Ave. S., Minneapolis.

Malcolm Beelby, formerly musical adviser, Warner Bros., Hollywood, named departmental assistant head, Paramount Studio music department.

Myron Bresnick, formerly associated with Audio Film Center and Fleetwood Films, to TeeVee Co. as midwestern and southern sales manager, headquartered in Chicago.

William Woodson, narrator, NBC-TV *Hallmark Hall of Fame,* signed for similar assignment on syndicated tv film series *Unexplained,* being produced by Westward Productions, Hollywood.

Don Hayden, who portrays Freddie in NBC-TV's film series *My Little Margie,* and **Carol Ann Beery,** daughter of late actor Wallace Beery, were married yesterday (April 25).

Manufacturers

J. Roy Costello, manager of cost analysis and control, Sylvania Electric Products Inc., N. Y., appointed controller, international div.; **Robert A. Starek,** East-Central district sales engineer, appointed assistant district sales manager, electronic products sales.

John Bentia, vice president, Alliance Manufacturing Co., Alliance, Ohio, elected executive vice president.

Harold J. Schulman, director of service, Allen B. DuMont Labs, to CBS-Columbia, in similar capacity. He will supervise all of company's service and engineering activities.

Francis D. Edes, administrative assistant to Henry F. Argento, vice president and general manager, Raytheon Mfg. Co. Chicago's tv-radio div., elected assistant secretary and assistant treasurer of parent firm.

Warren C. Dunn, sales engineer, Union Switch & Signal div. of Westinghouse Air Brake Co., appointed supervisor of product sales, general apparatus sales department.

Walter O. Menge, president, Lincoln National Life Insurance Co.; Ft. Wayne, Ind., and **Joseph W. Dye,** president of Wolf & Dessauer, Ft. Wayne, elected to board of directors, The Magnavox Co., same city.

Program Services

Stuart Podell elected president of Podell Studios, Chicago (formerly Lannes Photographers), which has added special tv service department to handle station, agency, advertiser and other accounts.

George A. Hayes, sales manager, Stuart F. Louchheim Co., distributor for Columbia Records Inc. in Philadelphia, named special field representative for Columbia Records, headquartered in New York.

Trade Associations

Florence Lowe, *Variety* magazine, elected president Washington chapter, American Women in Radio and Television; **Dorothy Carr,** WMAL, vice president; **Fran Riley,** NARTB, treasurer; **Patricia Searight,** WTOP, corresponding secretary, and **Betty Colclough,** National Citizen's Committee for Educational Tv, recording secretary.

Raymond G. Barnett Jr., The Katz Agency, L. A.; **Raymond R. Morgan Jr.,** account executive, Raymond R. Morgan Co., Hollywood; **Hayes Busch,** account executive, Stromberger, LaVene, McKenzie, L.A., and **Maurice Webster,** director of operations, CPRN and KNX Hollywood, initiated as honorary professional members, Southern California Alumni Chapter, Alpha Delta Sigma, professional advertising fraternity.

CHNS
HALIFAX NOVA SCOTIA
Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!
THEY want the BEST!
Ask
JOS. WEED & CO.,
350 Madison Ave., New York
About the
Maritimes Busiest Station
5000 WATTS

Station Authorizations, Applications
(As Compiled by B • T)

April 15 through April 21

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of March 31, 1954*

	AM	FM	TV
Licensed (all on air)	2,532	530	101
CPs on air	7	25	†284
CPs not on air	129	15	190
Total on air	2,539	555	385
Total authorized	2,668	570	575
Applications in hearing	129	4	183
New station requests	163	3	72
Facilities change requests	133	19	25
Total applications pending	883	108	249
Licenses deleted in March	0	4	0
CPs deleted in March	0	0	11

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially.

* * *

Am and Fm Summary through April 21

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,545	2,537	137	167	129
Fm	557	532	38	5	4

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	233	305	538[1]
Educational	12	17	29

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	252	123	375
Noncommercial on air	2	2	4

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	916	337	709	525	1,235[2]
Educational	53		27	26	53[3]
Total	969	337	736	551	1,288[4]

[1] Sixty-seven CPs (12 vhf, 55 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 29 already granted.
[4] Includes 561 already granted.

* * *

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

San Jose, Calif.—Standard Radio & Tv Co., granted vhf ch. 11 (198-204 mc); ERP 178 kw visual, 99.4 kw aural; antenna height above average terrain 2,770 ft., above ground 974 ft. Estimated construction cost $491,352, first year operating cost $274,718, revenue $279,225. Post office address 702-10 Commercial Bldg., San Jose, Calif. Studio location corner of Park Ave. and Montgomery St. Transmitter location on Peak Loma Prieta, 4.6 mi. SSW of New Almaden, Calif. Geographic coordinates 37° 06′ 39.8″ N. Lat., 121° 50′ 33″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer George P. Adair, Washington. Principals include President **Allen T. Gilliland** (24%), owner of Sunlite Bakery, San Jose; Vice President **Fred J. Fletcher** (16%), majority stockholder of Fletcher (Buick) Motor Co., San Jose; Treasurer **Paul Shaeffer** (16%), owner of Valley Equipment Co., San Jose, and **Roy M. Butcher** (16%), electrical contractor, San Jose. Granted April 16.

APPLICATIONS

Mt. Cheaha, Ala.—Alabama Educational Tv Commission, noncommercial educational vhf ch. 7 (174-180 mc); ERP 316 kw visual, 190 kw aural; antenna height above average terrain 2,000 ft., above ground 574 ft. Post office address, 714 Protective Life Bldg., Birmingham, Ala. Studio and transmitter location, Mt. Cheaha, Munford, Ala. Geographic coordinates 39° 29′ 06″ N. Lat., 85° 48′ 32″. W. Long. Antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer, A. D. Ring & Assoc., Washington. Principals include President **Raymond D. Hurlbert**; Secretary **Thomas D. Russell**, 25% stockholder WRFS-AM-FM Alexander City, Ala., and secretary-14.49% stockholder WRLD-AM-FM Lanett, Ala., and 16⅔% stockholder WGFS Covington, Ga. Filed April 18.

St. Louis, Mo.—Signal Hill Telecasting Corp. (WTVI (TV) Belleville, Ill.), vhf ch. 4 (66-72 mc); ERP 100 kw visual, 61.45 kw aural; antenna height above average terrain 623 ft., above ground 589 ft. Post office address, 10200 W. Main St., Belleville, Ill. Studio location to be determined. Transmitter location, 10200 W. Main, Belleville, Ill. Geographic coordinates 38° 35′ 06″ N. Lat., 90° 03′ 26″ W. Long. Transmitter and antenna GE. Legal counsel, Monroe Oppenheimer, Washington. Consulting engineer, Robert M. Silliman, Washington. Principals include President-Treasurer **Paul E. Peltason** (37.25%); 1st Vice President **Harry Tenenbaum** (37.25%); Secretary **H. M. Stolar** (0.83%); Vice President **John L. Hyatt** (3.33%); Vice President **Theodore F. Weiskotten** (3.33%), and Mrs. **Janet W. Levy** (27%). WTVI (TV) proposes to surrender its CP for uhf ch. 54 if this application is granted. Filed April 19.

APPLICATION AMENDED

St. Louis, Mo.—KWK Inc. amends application for new tv station on vhf ch. 4 to include merger agreement whereby ownership will be: KXOK (23%); Globe-Democratic Pub. Co. (23%); KSTP (23%); group of Missouri Valley stockholders (3%); KWK (28%); transmitter location to 1215 Cole St., St. Louis; antenna height above average terrain 521 ft. Filed April 15.

APPLICATION DISMISSED

Buffalo, N. Y.—Community Tv Co. FCC Comr. Robert T. Bartley granted petition for dismissal without prejudice of its application for vhf ch. 7. Dismissed April 20.

Existing Tv Stations . . .

ACTIONS BY FCC

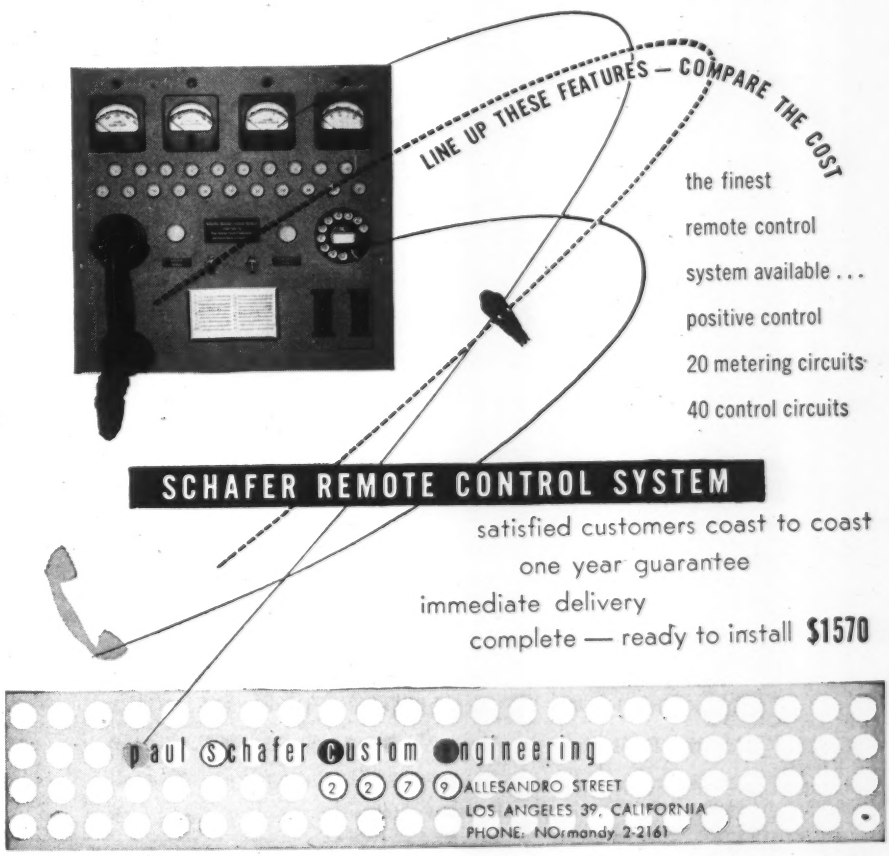
WBKB (TV) Chicago, Ill.—American Bcstg.-Paramount Theatres Inc. granted modification of CP for vhf ch. 7 to change ERP to 158 kw aural; completion date Oct. 16. Granted April 16; announced April 20.

KGEO-TV Enid, Okla.—Streets Electronics Inc. granted modification of CP for vhf ch. 5 to change transmitter location to 206 Randolph St., Enid; change ERP to 100 kw visual, 50 kw aural; antenna height above average terrain 810 ft.; completion date Oct. 13. Granted April 13; announced April 20.

KVAL-TV Eugene, Ore.—Eugene Tv Inc. granted STA to operate commercially on vhf ch. 13 for the period ending April 25. Granted April 14; announced April 20.

KCMC-TV Texarkana, Tex.—KCMC Inc. granted CP for vhf ch. 6 to change ERP to 100 kw visual, 50 kw aural; antenna height above average terrain 380 ft. Granted April 16; announced April 20.

WHA-TV Madison, Wis.—Wis. State Radio Council granted STA for noncommercial educational tv station for the period ending June 7. Granted April 13; announced April 20.



STATIONS DELETED

WGLM (TV) Lawrence, Mass.—General Bcstg. Co. FCC deleted tv station on uhf ch. 72 at request of applicant. Deleted April 21.

WOUC (TV) Chattanooga, Tenn.—Chattanooga Tv Inc. FCC deleted tv station on uhf ch. 49 at request of applicant. Deleted April 20.

APPLICATIONS

WCOV-TV Montgomery, Ala.—Capitol Bcstg. Co. seeks modification of CP for uhf ch. 20 to change ERP to 199.5 kw visual, 117.5 kw aural; antenna height above average terrain 440 ft. Filed April 15.

WTVJ (TV) Miami, Fla.—WTVJ Inc. seeks modification of CP for vhf ch. 4 to change ERP to 79 kw aural; antenna height above average terrain 950 ft. Filed April 19.

WITH-TV Baltimore, Md.—WITH-TV Inc. seeks modification of CP for uhf ch. 72 to change transmitter location to South Side of New Edmundson Ave., extended between Ingleside and Winters Lane, Baltimore; ERP to 174.6 kw visual, 96.65 kw aural; antenna height above average terrain 505.5 ft. Filed April 15.

KLTV (TV) Tyler, Tex.—Lucille Ross Lansing seeks modification of CP for vhf ch. 7 to change studio and transmitter location to Kilgore Hwy., & Farm & Market Rd.; change ERP to 100.3 kw visual, 50.25 kw aural; antenna height above average terrain 524 ft. Filed April 16.

WBTM-TV Danville, Va.—Piedmont Bcstg. Corp. seeks modification of CP for uhf ch. 24 to change ERP to 22.4 kw visual, 11.8 kw aural; antenna height above average terrain 647 ft. Filed April 20.

CALL LETTERS ASSIGNED

KCKT (TV) Great Bend, Kan.—Central Kan. Tv Co., vhf ch. 2.

WLEX-TV Lexington, Ky.—Central Ky. Broadcasting Co., uhf ch. 18.

WGRB (TV) Buffalo, N. Y.—Niagara Frontier Amusement Corp., vhf ch. 2.

WCNY-TV Carthage, N. Y.—The Brockway Co., vhf ch. 7.

WFLB-TV Fayetteville, N. C.—Fayetteville Broadcasters Inc., uhf ch. 18.

KTVX (TV) Muskogee, Okla.—Tulsa Broadcasting Co., vhf ch. 8.

New Am Stations . . .

ACTIONS BY FCC

Sitka, Alaska—Voice of Sheldon Jackson Inc., granted 1400 kc, 250 w specified hours. First year operating cost $22,000, revenue $6000. Purchased secondhand equipment for $7,000. Principals include **Board of National Missions of the Presbyterian Church in U.S.A.** (99.93⅓%); President **R. Roland Armstrong**, president Sheldon Jackson Junior College; Vice President **Norman C. Banfield**, attorney, and Treasurer **R. B. Wurster**, Dean of Sheldon Jackson Junior College. Post office address % R. Roland Armstrong, 206 Behrends Ave., Juneau, Alaska. Granted April 21.

Crestview, Fla.—C. S. Henderson and James T. Whitaker d/b as Crestview Bcstg. Co., granted 1490 kc, 250 w unlimited. Estimated construction cost $9,020, first year operating cost $24,000, revenue $30,000. Principals in partnership are **C. S. Henderson** (75%), 75% owner Radio Electric Co., Crestview, radio and tv installations and repairs, and **James T. Whitaker** (25%), electronics technician and 25% owner of Radio Electric Co. Post office address 501 S. Main St., Crestview. Granted April 21.

Peru, Ind.—Wabash-Peru Bcstg. Co., granted 1600 kc 500 w daytime. Post office address % East End Fuel Co., Peru. Granted April 21.

APPLICATIONS

Gunnison, Colo.—Gunnison Bcstg. Co., 1490 kc, 250 w, daytime. Post office address, 1166 Rodgers St., Abilene, Tex. Estimated construction cost $9,850, first year operating cost $27,000, revenue $35,000. Principals in general partnership include **E. W. Huse** (50%), general contractor, and **Jack G. Clark** (50%), engineer at KWKC Abilene, Tex. Filed April 19.

St. Joseph, Mo.—Broadcast Group Inc., 1270 kc, 1 kw, daytime. Post office address, Suite 504, Commerce Building, Kansas City, Mo. Estimated construction cost $18,876, first year operating cost $49,000, revenue $60,000. Principals include President **J. D. Spears** (50.9%), real estate development, sales and construction; Vice President **Peter T. Scott** (49%), advertising, and Secretary **Kenneth E. Bigus** (0.1%), attorney. Filed April 19.

Riverhead, N. Y.—Suffolk County Bcstg. Corp. (WALK-AM-FM Patchogue, N. Y.), 1390 kc, 500 w, daytime. Post office address, P. O. Box 230, Patchogue. Estimated construction cost $20,930, first year operating cost $21,000, revenue $28,500. Principals include President **Niles E. Segerdahl**; Vice President-Treasurer **W. K. Macy Jr.** (40%); Secretary **Phillip A. Roll**; and **Julia D. Macy** (60%). Filed April 19.

San Angelo, Tex.—David P. Pinkston d/b as Concho Bcstg. Co., 1260 kc, 1 kw daytime. Post office address, Box 1319, Lubbock, Tex. Estimated construction cost $15,456, first year operating cost $36,000, revenue $42,500. Principals include **Mr. Pinkston** general manager-40% stockholder KDAV Lubbock, and 30% partner in Panhandle Bcstg. Co., applicant for new am station at Amarillo, Tex. Filed April 19.

Existing Am Stations . . .

ACTIONS BY FCC

WNPT Tuscaloosa, Ala.—West Ala. Bcstg. Co., granted CP to change from 1 kw daytime to 500 w night, directional, 1 kw daytime on 1280 kc. Granted April 21.

WPRC Lincoln, Ill.—Prairie Radio Corp., granted permission to sign off at 6 p.m. CST during the period April 26 to Oct. 1. Granted April 16; announced April 20.

WLS Chicago, Ill.—WLS Inc., granted modification of license to operate unlimited time. Granted April 16; announced April 20.

WSIV Pekin, Ill.—Pekin Bcstg. Co., granted permission to sign off at 7 p.m. daily during May through August. Granted April 16; announced April 20.

WSYD Mt. Airy, N. C.—Mt. Airy Bcstrs. Inc., granted CP to change from 1240 kc 250 w unlimited to 1300 kc 5 kw daytime. Granted April 21.

WPAQ Mt. Airy, N. C.—Ralph D. Epperson, granted CP to change power from 1 kw day to 10 kw-1 kw (local sunrise to local sunset), on present frequency 740 kc; engineering conditions. In general, WPAQ will start and sign off with 1 kw but will use 10 kw at different in-between times depending upon the month and season. Action April 21.

KLIQ Portland, Ore.—Mercury Bcstg. Co., granted authority to remain silent for period of 90 days beginning April 12 due to financial difficulties. Granted April 16; announced April 20.

STATION DELETED

WENR Chicago, Ill.—WLS Inc. FCC granted request for cancellation of license and deletion of call letters. Granted April 16; announced April 20.

APPLICATIONS

WDAK Columbus, Ga.—Radio Columbus Inc. seeks CP to change from 1340 kc 250 w daytime to 540 kc 1 kw night directional and 5 kw daytime. Filed April 20.

WSDR Sterling, Ill.—Blackhawk Bcstg. Co. seeks CP to increase power from 100 w to 250 w on 1240 kc. Filed April 14.

KRWC Forest Grove, Ore.—Irving V. Schmidtke seeks CP to change from 250 w to 1 kw on 1570 kc daytime. Filed April 20.

Existing Fm Stations . . .

STATION DELETED

WMLN (FM) Mt. Clemens, Mich.—Macomb Pub. Co. FCC cancelled license and deleted fm station on ch. 292. Deleted April 15; announced April 20.

Ownership Changes . . .

ACTIONS BY FCC

KBAK Bakersfield, Calif.—Bakersfield Bcstg. Corp., granted voluntary acquisition of control by The Chronicle Pub. Co. through purchase of 25% interest of John P. Hearne for $30,000 and 23⅓% interest of Charles deYoung Thieriot for $37,501. Chronicle Pub. Co., licensee of KRON-FM-TV San Francisco, will now own 97⅓% interest. Mr. Thieriot retains 1⅔% interest. Granted April 14; announced April 20.

KFEL Denver, Colo.—Eugene P. O'Fallon granted assignment of license to KIMN Inc. for $275,000. Purchaser is subsidiary of Ogden (Utah) *Standard Examiner* (KLO) and 40% stockholder KMON Great Falls, Mont. President A. L. Glasman and family (62%); Mrs. George Hatch (12½%). Granted April 21.

WCNU Crestview, Fla.—H. French Brown & Charles C. O'Neal, administrator of the estate of D. Grady O'Neal (50%), d/b as Gulf Shores Bcstg. Co., granted involuntary assignment of license to H. French Brown and Virginia Monroe O'Neal, administrator of the estate of D. Grady O'Neal (50%). d/b as Gulf Shores Bcstg. Co. Granted April 13; announced April 20.

WARN Ft. Pierce, Fla.—Claude C. Tillman Jr. and Murray C. Tillman d/b as Hurricane Bcstg. Service granted voluntary assignment of license to corporation of the same name. No consideration involved as each partner retains identical interest. Granted April 13; announced April 20.

WLCS-AM-FM Baton Rouge, La.—Air Waves Inc. granted voluntary transfer of control to A. Lamar Simmons and nine others through sale of all stock for $135,000 Purchasers are all local businessmen and each purchases one-tenth of outstanding stock. Mr. Simmons is commercial manager WLCS. Granted April 21.

WGAW Gardner, Mass.—Gardner Bcstg. Co., granted voluntary transfer of control to E. R. Robillard through sale of all stock for $9,000 and assumption of notes totalling $16,000. Mr. Robillard is a registered pharmacist. Granted April 21.

KRMS Osage Beach, Mo.—Robert M. Smith, granted voluntary assignment of license to Robert M. Smith (75%) and his wife Virginia L. Smith (25%) d/b as Central Missouri Bcstg. Co. Granted April 21.

KTTS-AM-FM-TV Springfield, Mo.—Independent Bcstg. Co. seeks voluntary transfer of control (56.47%) to **J. H. G. Cooper** as proxy for **J. H. G. Cooper** and his sons **John O. Cooper** and **James H. Cooper.** Consideration will be ½ book value of these shares for each son. Granted April 13; announced April 20.

WGR Buffalo, N. Y.—WGR Bcstg. Corp. granted voluntary assignment of license to beneficial stockholders Leo J. Fitzpatrick and I. R. Lounsberry, in the same 70%-30% ratio they now hold. Granted April 15; announced April 20.

WGR Buffalo, N. Y.—Leo J. Fitzpatrick and I. R. Lounsberry granted voluntary assignment of license to Niagara Frontier Amusement Corp. for $1,450,000. Niagara Frontier is holder of final decision for new tv station on vhf ch. 2 in Buffalo, and represents merger group of Victory Tv Corp. and Niagara Falls Gazette Pub. Co. (WHLD Niagara Falls). Granted April 21.

WTIK Durham, N. C.—Durham Bcstg. Enterprises Inc., granted assignment of license to WTIK Inc. for $110,000. Principals include **Chanticleer Bcstg. Co.** (51%), licensee of WCTC-AM-FM New Brunswick, N. J., owner of WIRA Ft. Pierce, Fla., and 40% owner WPJV Vero Beach, Fla.; President-Treasurer **James L. Howe**, president-50.1% owner of Chanticleer Bcstg. Co., president-general manager WIRA, and secretary-treasurer WPJV; and Vice President-Secretary **Robert L. Williams** (40%), station manager-3.8% stockholder WCTC-AM-FM. Granted April 21.

WMRB Greenville, S. C.—John A. Ellison & Katherine M. Simpson d/b as Paramount Radio Co. granted assignment of license to Paramount Bcstg. Co. for $20,000 cash and 65% of stock in

(Continued on page 109)

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Help Wanted

Managerial

Sales manager with productive record of training and leading men in competitive markets. Small or medium-size station background. Some travel. Car required. Salary, commission and traveling expenses. Chicago headquarters. **Box 922C, B•T.**

Immediate opening for aggressive successful manager of unquestionable integrity possessing outstanding sales ability. 1000 watt successful Michigan independent. $450.00 monthly plus percentage. Great opportunity for sincere top man. Phonies and con men save your postage. Send photo with letter. Box 86D, B•T.

Experienced station manager for small west Tennessee station. Also sales manager—new station. Excellent opportunity for advancement with progressive organization. The Dixie Network, P.O. Box 309, Jackson, Tennessee.

Salesmen

Commercial manager—If you are energetic, hard working salesman, married, looking for advancement, this is an unusual opportunity to become commercial manager and later manager. Box 594C, B•T.

Midwest, independent, daytime, kilowatt desires aggressive and producing radio salesman. Interested in civic affairs and settling down. Salary depends on experience. No loafers or part-time salesmen apply. Send picture and complete details. Box 107D, B•T.

Salesman with "socko" ability to sell radio time, for snappy local station in metropolitan area. Can really score profitably with this permanent position by writing this Box 159D, B•T.

Sales manager for local music and news station 1000 watts on 1280. Applicant must have record of successful sales production. Salary and override to right man. Prefer man thirty or older. Write KDEF, 506 2nd St., Albuquerque, N. M.

Have an opening with good future for a young, aggressive salesman; 250 watt, ABC; WBEX, Chillicothe, Ohio.

Salesman at once. 25% commission, 5000 watt, day and night. WKNK, Muskegon, Michigan.

Excellent sales position open for right person with productive ability and 1954 know-how in selling radio values correctly for station and client satisfaction. Permanent opportunity with real position for profit from top commissions. On the air 24 hours daily with 'round the clock sales advantages for personal success with the community information station. . . . The AFRTA award winner for best local news. Hypo your bank account by improving your future . . . now. Contact S. R. Sague, President, WSRS Inc., Cleveland 18, Ohio. ERieview 1-2005.

50,000 watt California station needs top experienced time salesman. Permanent job with future potential. Salary plus car allowance. Write Personnel Department, McClatchy Broadcasting Co., 21st & Q Streets, Sacramento, California.

Announcers

Salesmen or announcers with 1st tickets. Western Ohio. Box 77D, B•T.

Combo-program director-morning personality: Looking for strong idea man with enthusiasm for infusing new life into bread-and-butter side of am-tv operation in coastal New England city. Must also anticipate doing personable early morning DJ show. Salary and talent. Temperment problems and drifters not considered. Box 859C, B•T.

Good all-around sports play-by-play announcer and air salesman wanted by California major network station. Medium sized community. Excellent opportunity for right man. Box 8D, B•T.

Help Wanted—(Cont'd)

Staff announcer-news writer. Experienced beat reporter who can do air work wanted by 1000 watt daytimer near Chicago. Personal interview required. State age, experience. Box 30D, B•T.

Announcer-engineer with first class ticket. Good staff man. Convenient to Philadelphia and New York. Box 79D, B•T.

Staff announcer . . . near New York City station . . . single . . . Experience preferred but not necessary . . . No tapes or disc returned. Box 92D, B•T

Additional experienced newsman needed for an expanding am and tv operation in the midwest. News bureau ranks first in state. Some photographic background essential. Personal interview required. Reply Box 110D, B•T.

Announcer-operator with 1st class ticket. Accent on announcing. Some am-fm maintenance. Prefer married man. Car. $90 for 40 hours. Middle Atlantic state city. Box 161D, B•T.

Shopping for experienced personnel for kw daytimer in agricultural area. KCNI, Broken Bow, Nebraska.

Hillbilly disc-jockey, salesman, real rustic character strong on sales. Phone, write, wire KOGT, Orange, Texas.

Combination newsman-announcer. Radio station KVOU, Uvalde, Texas.

50,000 watt CBS station with tv in prospect wants good, dependable staff announcer who can also do folk music show. Send audition, biography, photo immediately to KWKH, Shreveport, Louisiana.

Immediate opening for two staff announcers on WBAI-radio and television. Write, wire or phone full particulars to Program Department, WABI, Bangor, Maine.

Experienced man to run record show, good music only. Prefer personality voice. Contact Owner, WCEN, Mt. Pleasant, Michigan.

Announcer—first class engineer needed by 1kw-independent. Excellent opportunity for young ambitious announcer with first ticket. Vacation and sick leave. Send audition tape and salary requirements to Station WTIM, Taylorville, Illinois.

Technical

Position for tv transmitter and studio engineers (supervisors) for new midsouth vhf educational station. Extensive operation (with opportunity to continue education and pursue research work, if desired). Send resume indicating experience, education and salary expected. Box 64D, B•T.

Ohio network affiliate of more than 25 years' standing has opening for junior engineer with first class license, age 21-30, experience unnecessary but desirable, am-fm-tv operation. Only individuals who are stable, willing and interested in their work, looking for permanent employment should apply. Furnish complete information, at least four references, and salary requirements in your application. Box 82D, B•T.

Opening for licensed first class engineer. Experience not necessary. Good opportunity for right person. Send qualifications. Box 151D, B•T.

KOA frequently needs am and tv engineers. If you have good qualifications and interest in locating in this area—write stating qualifications to KOA and KOA-TV, Denver, Colorado.

Chief engineer—Established midwest net. affiliate. State qualifications, experience first letter. Immediate opening. WBCK, Battle Creek, Michigan.

Help Wanted—(Cont'd)

Chief engineer to take complete charge of technical operation. Forty hour shift. Excellent opportunity in Maryland station. Write, wire or phone radio station WCEM, Cambridge, stating qualifications and starting salary.

First phone combo man with car needed immediately. Contact P. R. Hurlbut, WCSI, Columbus, Indiana.

Two experienced transmitter engineers. Contact Transmitter Supervisor, WNBS-AM-TV, Binghampton, New York.

First engineer, network station. **Apply WSYB,** Rutland, Vermont.

Production-Programming, Others

Good local newsman. Progressive news, special events minded station. Writing, announcing ability essential. Besides news "know-how" real newsman will have eagerness to accept challenges of good coverage. Salary open. Good working conditions, opportunity. **Box 601C, B•T.**

Opportunity, male copywriter. Some announcing. Submit samples. Texas. **Box 952C, B•T.**

Women's director, 26-34, attractive for regional Pacific N.W. station, good market. Must have sales experience, good voice, to handle present accounts. Do air work on own program and spot production. Airmail resume, photo, disc or tape to Box 80D, B•T.

Young man to learn radio copywriting for station near New York City . . . College preferred but not necessary . . . Salary open . . . Send details. Box 93D, B•T.

Production manager, with 4 or 5 years experience wanted for 5000 watt CBS affiliate. For 48 hour week—$78.00. Must be experienced board announcer, approx. 30 years old, capable of handling personnel. Knowledge of music essential. KGVO, Missoula, Montana.

Experienced continuity writer — preferably young woman, who can write strong, brisk sales copy. Good salary, good future. Send sample copy, photo and background material to Program Director, WFDF, Flint, Michigan.

Radio news reporter, to edit and compile newscasts local reporting essential—means some shoe leather must be used. Excellent spot for the right person in modern working conditions. Write Maurice K. Henry, General Manager, Daily News and WMIK, Middlesboro, Kentucky.

Copywriter—for radio and tv. Radio commercial copy experience required. Send personal resume, photo and copy samples to: Continuity Director, Stations WOOD & WOOD-TV, Grand Rapids, Michigan.

Television

Help Wanted

Managerial

Assistant tv station manager strong on sales. Excellent opportunity in New York State market for experienced radio or tv commercial manager or salesman to join network tv station. Box 88D, B•T.

Announcer

Aggressive personable "on camera" announcer needed for leading midwestern vhf station. Permanent. Employee benefits. Best equipment. Replies confidential. Personal interview required. Reply Box 111D, B•T.

Technical

Chief engineer for southwest vhf television station. Give background. State salary expected. Box 90D, B•T.

Midwest television broadcast equipment manufacturer has opening for alert, aggressive engineer with broadcast experience, to be trained in production, testing and installation of broadcast equipment. Send full details and photo in first letter. Box 119D, B•T.

Engineers wanted—Must have tv experience—prefer versatility—First Class license required. Primary need for video and projection experience. New Florida vhf. Give salary requirements, experience and references in first letter. Box 140D, B•T.

Tv studio or transmitter technician with first class license. Some experience required. Send qualifications, references and photo to Frank Dieringer, WFMJ-TV, Youngstown, Ohio.

Production-Programming, Others

Texas tv station seeking program manager and announcer-director. Box 91D, B•T.

Situations Wanted

Managerial

Successful, thoroughly experienced, mature manager available because of tv merger. Top references, nationally respected. Worth investigating. Box 651C, B•T.

Problem Station? I'll make it profitable for working interest. West or south. Box 912C, B•T.

Shirtsleeve manager experienced in small station operation and management. Married, one child. Box 96D, B•T.

Capable, reliable administrator and engineer. Under forty. Present position, general manager. 8 years highly successful am. Desires change preferable with purchase agreement any size station. Best references. Box 112D, B•T.

Manager: Experienced, successful hometown station manager longs for return to city of less than 50,000 where there's hard work amidst pleasant surroundings and a man can walk all over town in a few minutes. If there are trees in your town, write Box 120D, B•T.

Manager, commercial manager. Experienced radio-tv station manager with emphasis on sales and promotion. Contacts with agencies and networks well established. West Coast desired. References. Box 142D, B•T.

Salesmen

Experienced married commercial manager desires contact with Florida station, one with CP considered, am or tv, to discuss possibilities of association. Experienced all phases of operation, am and tv. Box 9D, B•T.

Sales manager—outstanding record as salesman-sales manager. Young, experienced, successful! Desires change New York, Philadelphia. Box 146D, B•T.

Announcers

Baseball announcer. Seven years experience. Fine voice, best of references. Box 341C, B•T.

Sports announcer. Due to unusual situation in "Major League" sports market, a top-flight sports broadcaster is available. Specialist in baseball, football, basketball, plus creative sports program. Veteran, 27 years old, family man, 8 years' experience. Best reference is current employer. Write Box 745C, B•T.

Announcer-engineer. Recent broadcasting school graduate. Specializes in commercial disc jockey show. Third class ticket. No experience. Box 884C, B•T.

Young ambitious negro announcer, first love—DJ, newscaster. Experience light. Box 902C, B•T.

Experienced, mature, announcer wishes summer replacement or immediate work. Taught radio. Experienced production, direction, copy, movie narration. Box 911C, B•T.

Announcer—summer relief. Experienced news, music, commercial, combo. Tape available. Box 21D, B•T.

Reliable staff announcer. Four years experience. Seeking permanency in good radio-tv operation. College graduate, married, veteran. Tape and photo upon request. Box 75D, B•T.

Veteran, capable of doing staff work, 15 months experience. Box 76D, B•T.

Experienced staff announcer desires location in Florida or Georgia. Box 78D, B•T.

Announcer-DJ, married, will consider all offers. Two years experience. 97D, B•T.

Announcer experienced, versatile, dependable. Available immediately. Box 100D, B•T.

Newsman. Outstanding newscast, commentary and special events coverage. Box 101D, B•T.

Program director. Well experienced in competitive markets. Full functions of department. Box 102D, B•T.

Summer replacement—versatile experienced announcer attending New York college. Disc. Box 104D, B•T.

Situations Wanted—(cont'd)

Announcer. Vet. Radio-tv school background. Commercials, news, DJ. Restricted ticket. Car, single, will travel. Tape on request. Box 105D, B•T.

Announcer-DJ. 1½ years experience. AFRS. Recent radio school graduate. Married. Will locate west, midwest. Box 106D, B•T.

Staff announcer, newscaster specialty, DJ, control board. Reliable. Married. Some experience. Tape on request. Box 113D, B•T.

Experienced radio-tv staff announcer. Fine voice with excellent selling ability. Locate anywhere. Box 121D, B•T.

Announcer—experienced. Strong on news, hillbilly, gospel, popular music. Married family man, desire southern location. Box 122D, B•T.

Announcer-news, commercials. Do DJ, $60. Tape available. Box 123D, B•T .

Staff announcer, ready to progress with station. Good bass selling voice. College and AFRS. Recent graduate of Midwestern Broadcasting. Box 125D, B•T.

Staff announcer. Top quality newscasts, DJ shows, excellent interview programs. 22, draft exempt, single. Graduate Midwestern Broadcasting School. Prefer midwest. Disc, data, photo on request. Box 126D, B•T.

Experienced DJ, indie station. Prefer work 1000 mile radius New York. Tape, references. Box 128D, B•T.

Experienced, indie station. Young, reliable. Excellent references. Tape, will travel. Box 129D, B•T.

Here's your man! Announcer with first phone. Average voice, above average air salesman. In radio since 1945. Capable in all phases of operation. At present station over 4 years. Present salary $400.00. 26 years old. Excellent appearance. Available for radio or tv May 1st. Write Box 131D, B•T.

Announcer: Outstanding voice. Wants to swim in bigger pond. In fifth year as P.D. of small eastern station. Seeking spot in larger successful operation. Disc, resume on request. 28; married; no children; college graduate. Box 132D, B•T.

Radio-Tv announcer—desirous of locating with growing tv-am operation. Available immediately. Short on experience but willing to work into your present set-up. Married, sober, young, personable, draft exempt. Box 134D, B•T.

Staff-sports-announcer. 6 years experience, wants permanent position with opportunity to sell. Particulars available. Box 135D, B•T.

Do you want a top morning show? I'll give it to you. Now employed in highly competitive medium market. Want larger market. $125.00 start. Box 137D, B•T.

Good music (radio's promising format). Ingenius program director-announcer-salesman. Box 139D, B•T.

Negro staff announcer. Disc shows—spirituals to sweet music. News, can handle board. Draft exempt. Dependable, conscientious, intelligent, reliable, sincere voice. Disc available. Box 145D, B•T.

Mike girl, restricted ticket, unlimited radio-tv etaoin shrdlu experience. Box 147D, B•T.

Staff announcer. Strong talent, sales, commercial background, good news, sports. Limited experience, potential station asset. Mature, married, reliable, travel, permanent opportunity. Tape references, resume. Box 155D, B•T.

Announcer, newscaster, disc-jockey. Control board operator. Veteran. 27, deep voice. Limited experience. Good commercials. Strong staff potential. Box 156D, B•T.

Look here, station managers—Announcer, DJ. Little experience, lots of ambition. Broadcasting school graduate. Will travel. Resume, tape available. Box 157D, B•T.

Situations Wanted—(cont'd)

Young negro announcer and DJ with light experience. 3rd ticket. Will travel. Available now. Box 158D, B•T.

Announcer, news, commercials, DJ, board operator. Experience light, dependable asset, permanent station staff. Single, veteran, travel, resume, tape. Walter Dickman, 12 James Place, Metuchen, N. J.

A gal who can! Announce (pleasant, appealing voice), write commercials, continuity, act, control board, DJ. Shows, stenography, typing. 5 pints of chameleon blood. Kitty Gomperts, 219 6th Avenue, Brooklyn 15, N. Y.

Desire permanent staff announcing position, preferably midwest. Clear, mature commercial-news voice; pleasing DJ. Year experience, university background. Single, 31, veteran. Ability with good prospects. Available immediately. Charles May, 3619 Paseo, Kansas City, Missouri. Telephone Armour 5446.

Announcer, disc jockey, experienced at network affiliation. Strong on commercials, DJ shows, pop, light concert, hillbilly. Can also handle news, remote. Easy to work with, pleasant voice and personality. Bob McGuire, 962 Lorimer Street, Brooklyn 22, N. Y.

Announcer, disc jockey, newscaster, control board. Experience short, ambition long. Single, 21, draft exempt. Third ticket. Reliable permanent station asset. Tape, references. Marty Monroe, 248 Bay 22nd Street, Brooklyn 14, New York. CO-6-6230.

Announcer, light experience. Recent radio broadcasting school graduate. Good, DJ, news, sports. Board. Third class ticket. Tape available now. Joe Pasca, 2131 Chatterton Avenue, Bronx 72, N. Y.

Past experience all staff phases including copy and sales. Six years experience. University graduate, speech-journalism. Mature, well-modulated presentation. Thirty, single. Will relocate anywhere with future. Immediately available. Paul Ray, 500 W. Fullerton Parkway, Chicago, Illinois. Lincoln 9-3410.

Technical

First phone, some engineering and control experience. Electronic background. Midwest. Box 83D, B•T.

Second phone. No broadcasting experience. Desires studio, remote and transmitter work. Prefer employment in either of the following states: Conn., N.Y., N.J., Penna. Expect to have first class this summer. State starting salary. Box 89D, B•T.

Gran 'Pas' feeling the cold. Wants southland contacts for June or July. Chief or other responsible position. Age 48. 25 years radio. Box 109D, B•T.

First phone tv studio training, knowledge RCA camera chain, 10 years am experience, will relocate anywhere. Box 114D, B•T.

Engineer with college training, experienced on xmtrs, remotes, maintenance, some tv xmtr and camera. No vacation reliefs. Box 117D, B•T.

1/c phone, technical school graduate, also experience with transmitter, studio and remotes. Operation also maintenance. No announcing. Box 118D, B•T.

First phone. 1 year radio, 4 years tv experience large station. Presently employed. Want relocate mild climate. Prefer Florida. Interview arranged. Married. Steady. Box 127D, B•T.

Save by assembling transmitter remote control. Simple and low in cost. Box 144D, B•T.

RCA graduate, first phone, single, some electronic experience, will travel. Box 150D, B•T.

First class ticket, combo man, ready for the move up! Family man, own automobile, financially stable, interested in security first. Strong news, commercials, soft easy DJ. Call Ronceverte, W. Va.—997J, 9 a.m. and 9 p.m. Write Lee Small, 704 Greenbrier Avenue, Ronceverte, W. Va.

(Continued on next page)

Situations Wanted—(cont'd)

Engineer—no announcing—available now. Two and a half years experience. Chief 250 watts. Prefer central states. C. E. Warford, Newcastle, Wyoming. Phone 522W.

Production-Programming, Others

Director-switcher, film editor, "on camera" film jockey, etc. Currently employed. Married. Desires to relocate. Box 84D, B•T.

Sober, industrious, hard worker. Experience in radio and television, desiring future in production with prospect of advancement. College graduate, 25, single, no draft, available immediately. Tape, photo on request. Box 99D, B•T.

Television

Situations Wanted

Managerial

Tv merger—am sale makes available top reference, economy minded, nationally respected manager. Will welcome opportunity to discuss your present or future needs and my qualifications. Not above accepting lesser capacity with good associates. Twenty years successful broadcasting background. Box 652C, B•T.

Administrative interest. Knowledge many phases television. First class license. Television station experience. Box 124D, B•T.

Desire California tv investment. Desire to invest in, and work with existing or near completed tv station. Family man with seven solid years as assistant p.m.-supervisory announcer with top station in country's second tv market. Will be in California May 1st, for two weeks and will be available for personal interview. Box 136D, B•T.

Salesmen

Professional Salesman. Twenty-five successful years selling radio and television. Mature, wide experience, capable full charge your sales department. Correspondence strictly confidential. Available in June. Box 108D, B•T.

Announcer

Merger of uhf and vhf stations makes relocation advisable for experienced announcer. Five years radio, one year tv announcer, producer. Any reasonable offer given consideration. Best of references. Box 98D, B•T.

Technical

First phone. Graduate top radio-tv school. Trained all phases camera, camera controls. Single, veteran, dependable, sincere. Box 81D, B•T.

Experienced tv maintenance and transmitter engineer. Presently employed. Seeking better opportunity. Western U.S.A. Box 87D, B•T.

Two video engineers desire position west or midwest. Four years extensive experience in tv studio operation and equipment maintenance. Good reason for leaving. Box 103D, B•T.

Experienced cameraman—network affiliate. All studio operations. Desires permanent position. Box 154D, B•T.

Production-Programming, Others

Tv film department manager. Thorough experience, all phases with top station. Box 769C, B•T.

Proven sales power, though writing for restricted market. Announcing. Want tv experience. 25, married. For proof write Box 133D, B•T.

A gentleman who has been in radio for 10 years wants a position in television. For a decent wage and fair treatment I am willing to do my share to make your tv station one of the best in the land. Completed a thorough television course in Chicago. I learned to operate the camera, switch and shade, to operate various video and audio controls, learned the duties of floor manager and director. I am photogenic with limited on camera experience. I am 34 years old, married and family man, presently employed as sports director in radio. Have highest business and character references. Box 138D, B•T.

Tv producer-director presently employed, 6 years tv production experience with large network affiliate, age 30, married, settled, desires position as production supervisor with progressive station. Box 148D, B•T.

For Sale

Stations

Radio station fm-am. Commitment uhf. Progressive city up state New York. Owners are ready to do business with you. Box 85D, B•T.

1 kw daytime independent. City of 10,000. Price $39,500. Box 130D, B•T.

25 percent interest in radio and tv station in midwest. Radio very profitable. Tv station coming fast. Wonderful investment at sacrifice price. Seller needs capital for other venture. Box 141D, B•T.

Ask for our free list of good radio buys. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

Magnecord portable PT6-JAH, perfect condition $400.00. Magnecord portable with Jensen speaker and Brooks amplifier $500.00. Magnecordette $350.00. Microphones: 2-77-D, 2-44BX, 1-639B, 1-Electrovoice 655, 1-Shore 656, 1-W.E. 630-A. Box 95D, B•T.

Used 5 bay RCA superturnstile TF5A antenna channel 5 but tunable to 4 or 6. Box 901C, B•T.

Recently purchased new RCA WX-2C field intensity meter, batteries, instruction book, accurately calibrated. Box 115D, B•T.

UHF equipment from camera to antenna. Will sell all or part. Write Box 143D, B•T.

Gates console model 31-B metal cabinet in excellent condition. Looks good. New output transformers with three cueing pots for turntables. Easily meets proof of performance. Spare tube set available. Write or wire for specifications and price, KVSP, Artesia, New Mexico.

Professional Stancil-Hoffman R4, portable tape recorder, in two cases. A fine equipment, capable of the highest quality work. Perfect mechanical and electrical condition. Excellent appearance. Quotation with complete specifications to interested parties. Address, Technical Director, KXYZ, Gulf Building, Houston, Texas.

Wind turbine 375' high with 90' mast on top. Triangular shape. Supported by guys. Tower now standing, located in Rehobeth, Massachusetts. Ideal for uhf-tv. Make us an offer. WEAN, Providence, Rhode Island.

3600 watt (erp) fm station, complete and ready to go for $3000., includes 1000 watt R.E.L. transmitter frequency monitor, modulation monitor, crystals and four bay antenna with 250 feet of coaxial cable. WIVY, Jacksonville, Florida.

270 foot Truscon self supporting tower, type D-30 with lights. Dismantled. Ready for shipment. FOB $3,500.00. WOKY-TV, 704 W. Wisconsin Ave., Milwaukee, Wisconsin.

One 600 foot Tower Construction Co. tower to mount vhf or uhf tv antenna. Also 650 feet 6⅛" coaxial line. WONE, Dayton, Ohio.

Uhf equipment for sale. General Radio 1183T3 frequency monitor, test equipment, lights, 3⅛ and 6⅛ transmission lines and fittings, 600 ft. tower, etc. All items 25% off. Write for complete list. Skyland Broadcasting Corp., 380 W. 1st Street, Dayton, Ohio.

New, used tape recorders. Trade-in excepted. Commercial Electronic Service, 2609 Olive Street, St. Louis, Missouri.

3 year old galvanized Lehigh 475' self supporting 40# tower now disassembled, ready for immediate shipment, will support six-bay superturnstile tv antenna, will sell as is or erected, also have 550' of 6⅛" coaxial feedline and one RCA heavy duty type BF-14D pylon. Tower Contracting Company, Box 2873, Greenville, Mississippi.

Wanted to Buy

Stations

250-1000 w in Wisconsin, Minnesota or western states. Negotiate immediately at your station. Data sent held confidential and returnable. Box 942C, B•T.

Wanted to Buy—(Cont'd)

Southeast; Piedmont or Appalachians. 250w-1kw small market. Full purchase or invest with active participation. Privacy pledged and expected. Arthur L. Whiteside, 20 Burnett Terrace, West Orange, N. J.

We have prospective buyers for radio stations in New Mexico, California, Florida, Massachusetts, South Carolina, New Jersey, Arizona and Pennsylvania. Quick action. Confidential. May Brothers, Binghampton, N. Y., Radio, Newspaper and Business Brokers since 1914.

Equipment, etc.

1 kw and 5 kw am transmitters. Give make, age and price. Write Box 116D, B•T.

Used camera chain wanted for instructional purposes. Northwest Broadcasting School, 527 S.W. 12th, Portland, Oregon.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Salesmen

OUTSTANDING OPPORTUNITY

FOR

EXPERIENCED RADIO SALES MANAGER

Important station in Eastern market (one of top ten in the country) is looking for creative, hustling sales manager to head both local and national sales department. Base salary well into five figures plus attractive overriding commission. If you are the man, you are probably working now. You are highly successful in a smaller, but competitive market. You are ready for a move up. Please give all details in first letter, including photograph. All replies treated confidentially. Reply to

Box 160D, B•T

Announcer

WANTED

RADIO ACTOR—DJ

HUMOROUS AD-LIB

Ohio, Single. Box 982C, B•T

Television

Help Wanted

Managerial

WANTED
VHF-TV STATION MANAGER
CALIFORNIA

Must have record of successful accomplishment in similar capacity, and be able to run first-class operation on an economical and efficient basis. A strong sales background, on local and national levels, is a prime prerequisite. We expect to go on the air by September 1st. An unusual opportunity awaits the right man. To be considered for a personal interview, please tell your complete story in first letter, and be sure to include recent snapshot, past earnings, compensation expected, and references, which will not be contacted without your permission. Information given will be treated strictly confidential.

Box 153D, B•T

Production-Programming, Others

COMMERCIAL COPY WRITER

Immediate opening on University Television Station. Excellent salary. If you're interested in complete details, send same immediately to Program Director, KOMU-TV, Columbia, Missouri.

Situations Wanted

Managerial

EXPERIENCED TV EXECUTIVE

with thorough knowledge of programming, production, and advertising put TV station on air and into black. Previous experience as radio and TV Program Director includes large and small markets. Looking for permanent position in programming or advertising with medium market station. Currently employed as TV Program Director with good salary but available with reasonable notice. Young man with college education and excellent references. Full details upon request. Box 36D, B•T.

EXPERIENCED STATION MANAGER

Top-flight Station Manager-Commercial Manager seeks opportunity in South or Southwest. Prefer market of 200,000 or smaller, operating independently, strong on news, music and sports. Have top industry references.

Box 152D, B•T.

Announcers

ATTENTION METROPOLITAN AREA STATIONS!

New York Announcer-DJ Available. Heavy DJ, staff experience with Major Market indies. Will tailor-make a DJ stanza any time period to fit needs of top promotion hard to sell operation.

Box 149D, B•T

For Sale

Equipment Etc.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel. 4-2115, Gastonia, N. C.

Employment Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

FOR THE RECORD

(Continued from page 104)

new corporation. Principals include President **Charles F. Cope** (17%); Vice President **Robert D. Poole** (15%); Secretary **Lee M. Fallaw** (1%), and Treasurer **William T. Arrington** (10%). All are former employes of ex-WMRC Greenville. Mr. Ellison and Miss Simpson retail 28% each. Granted April 21.

APPLICATIONS

KOY-TV Phoenix, Ariz.—KOY Bcstg. Co. seeks voluntary assignment of CP for share time on vhf ch. 10 to sharetimer KOOL-TV for $200,000. Principals include **Gene Autry** (20%), movie-tv star, 48% owner KOPO-AM-TV Tucson, 48% KNOG Nogales, and 70% KOLD Yuma, all Ariz., and 51% KMPC Los Angeles; **Tom Chauncey** (20%), and **Frank Beer** (5%). Filed April 9.

KDMS El Dorado, Ark.—Radio Station KDMS Inc., seeks voluntary assignment of license to James A. West Sr., James A. West Jr. and Paul E. Norton d/b as El Dorado Bcstg. Co. for $53,000. Principals in partnership include **J. A. West Sr.** (⅓), retail dry goods chain stores; **J. A. West Jr.** (⅓), retail dry goods chain store, and **Paul E. Norton** (⅓), commercial manager KDMS. Filed April 15.

KLZ-AM-TV Denver, Colo.—Aladdin Radio & Tv Inc., seeks voluntary transfer of control and assignment of license to LTF Bcstg. Corp. for $3,533,760. LTF Bcstg. is subsidiary of Time Inc., publisher, 80% owner KDYL-AM-FM-TV Salt Lake City, Utah, and 50% owner KOB-AM-TV Albuquerque, N. M. Filed April 9.

WCLD Cleveland, Miss.—C. W. Capps & Lowry Tims d/b as Cleveland Bcstg. Co., seeks voluntary assignment of license to Voice of Delta for $36,200. Principals include President **Joseph William Carson** (25%), manager WMOX Meridian, Miss. and vice president WLSM Louisville, Miss.; Vice President **Frank Edward Holladay** (25%), commercial manager WMOX and president WLSM; Secretary **Zed Harold Hawkins** (25%), bottling business, and Treasurer **John Shelton Primm** (25%), treasurer WLSM. Filed April 15.

KPBM Carlsbad, N. M.—Coronado Bcstg. Co., seeks involuntary transfer of control to Hazel M. McEvoy, individually (40.47%) and as executrix (26.19%) of the estate of Maurice F. McEvoy, deceased. Filed April 15.

WTRI (TV) Schenectady, N. Y.—Van Curler Bcstg. Corp., seeks voluntary transfer of control by S. H. Fabian, Samuel Rosen, Eleanor F. Rosen and Edward L. Fabian to Stanley Warner Corp. for repayment of their $12,500 stock subscription and expenses of $48,000. Sellers are 14% owners of Stanley Warner Co., theatre owners. Filed April 9.

KIHN Hugo, Okla.—Little Dixie Bcstg. Co., seeks voluntary transfer of control to A. O. Brewer and W. E. Schooler through purchase of remaining 84% interest for $38,400. Messrs. Brewer and Schooler will now be sole owners. Filed April 13.

KOTV (TV) Tulsa, Okla.—J. D. Wrather Jr., M. H. Alvarez, Mazie Wrather and General Tv Inc., seeks assignment of CP and license to Osage Bcstg. Corp. for $4,000,000. Osage Bcstg. is subsidiary of J. H. Whitney Co., investment house. Principals include President **C. Wrede Petersmeyer**; Treasurer **Robert D. Ward,** Secretary **John K. Schemmes.** All are 10% partners in investment firm. Filed April 9.

WTIL Mayaguez, P. R.—Mayaguez Radio Corp., seeks voluntary transfer of control to Gilbert Mamaery through purchase of 20 shares of stock from Luis R. Rimera for $3,000. Filed April 15.

Hearing Cases . . .

OTHER ACTIONS

Irwin-Pittsburgh, Pa.—Vhf ch. 4 proceeding. FCC scheduled for hearing on May 21 applications of WCAE, KQV, WLOA, Irwin Community Tv Co. for new tv station on vhf ch. 4. Granted request of Allegheny Bcstg. Corp. for waiver of Sections 1.361(c) and 1.362 of the rules pursuant to footnote 10 of the Report and Order amending the Multiple Ownership Rules, and denied request of Wespen Tele. Inc., to dismiss application of Allgheny. Comr. Hennock dissented as to waiver. Action April 21.

Rule Making Filings to be Reported—By order, the Commission amended Part 0 of its rules to incorporate provision reflecting its practice that petitions for rule making and amendments and pleadings thereto are open to public inspection. Further, the Commission will issue periodic public notices of such rule-making filings. Action April 15.

Corpus Christi, Tex.—Vhf ch. 10 proceeding. By order, the Commission denied petition filed March 2, by KEYS-TV Inc., seeking review and reversal of hearing examiner's memorandum opinion and order of Feb. 25, admitting in evidence the K-Six Tv Inc., studio lease agreement in the proceeding involving their applications and that of Superior Tv Inc., for new tv stations on ch. 10 in Corpus Christi, Tex. Action April 15.

Clarksburg, W. Va.—Vhf ch. 12 grant postponed. By memorandum opinion and order, the Commission postponed effective date of grant made Feb. 17, to Ohio Valley Broadcasting Co. for a CP for new tv station on ch. 12 in Clarksburg, W. Va., pending determination of a protest filed March 19, by the Clarksburg Publishing Co.; designated same for hearing at a time and place and upon appropriate issues to be announced later. Commissioners Bartley, Doerfer and Lee dissented. Action April 15.

Hearing Calendar . . .

April 26

Milwaukee, Wis.—Vhf ch. 12, further hearing conference before Examiner Herbert Sharfman—WEMP, WFOX, Milwaukee Area Telecasting Corp., Kolero Telecasting Corp.

Pontiac, Mich.—New am, 1460 kc, before Examiner William G. Butts—James Gerity Jr., WKMF Flint, Mich.

Biloxi, Miss.—Vhf ch. 13, before Examiner Harold L. Schilz—WLOX, WVMI.

April 27

Killeen, Tex.—New am, 1050 kc, before Examiner Annie N. Huntting—W. A. Lee, A. W. Stewart & Franklin R. Wilson d/b as The Highlite Broadcasting Co.

April 28

Dothan, Ala.—Vhf ch. 9, prehearing conference before Examiner Claire W. Hardy—WOOF, Ala-Fla-Ga Television Inc.

April 29

St. Louis, Mo.—Vhf ch. 11, hearing conference before Examiner Thomas H. Donahue—WEW, KMOX, St. Louis Amusement Co., 220 Tv Inc., KSTM-TV.

April 30

Pittsburgh, Pa.—Vhf ch. 11, before Examiner Charles J. Frederick—KDKA, WWSW, WJAS.

Las Vegas, Nev.—Vhf ch. 13, further hearing before Examiner H. F. Gifford Irion—KRAM.

Odessa, Tex.—Vhf ch. 7, before Examiner John B. Poindexter—KECK, Odessa Tv Co., Clarence E. Wilson & Phillip D. Jackson d/b as The Odessa Tv Co.

Minneapolis, Minn.—Vhf ch. 9, before Examiner Harold L. Schilz—WLOL, KEYD, WDGY.

Klamath Falls, Ore.—Vhf ch. 2, before Examiner Isadore A. Honig—KFJI, Klamath Falls Tv Inc.

Hatfield, Ind.—Vhf ch. 9, before Examiner Thomas H. Donahue—WOMI, WVJS Owensboro, Ky.

Routine Roundup . . .

April 15 Applications

ACCEPTED FOR FILING

Modification of CP

WNEL San Juan, Puerto Rico, Station WNEL Corp.—Mod. of CP (BP-8617), as mod., which authorized change, frequency, increase in power, installation of new transmitter, change transmitter location and make change in the antenna system, for extension of completion date (BMP-6502).

WSVA Harrisonburg, Va., Shenandoah Valley Bcstg. Corp.—Mod. of CP (BP-8777) as mod., which authorized change in power from 1 kw day and night to 1 kw nighttime & 5 kw daytime and change type of transmitter for extension of completion date (BMP-6504).

KSBR (FM) Mount Diablo, Calif., Radio Diablo Inc.—Mod. of CP (BPH-1018) as mod., which authorized new fm station, to change name to Television Diablo Inc. (BMPH-4908).

WKAT-FM Miami Beach, Fla., WKAT Inc.—Mod. of CP (BPH-1701) as mod. which authorized new fm station, for extension of completion date (BMPH-4907).

WBUZ (FM) Oakland, Md., Chesapeake Bcstg. Co.—Mod. of CP (BPH-1930) which replaced expired permit, for extension of completion date (BMPH-4910).

Remote Control

KTIS-FM Minneapolis, Minn., Northwestern Theological Seminary & Bible Training School—(BRCH-83).

Renewal of License

KSDS (FM) San Diego, Calif., San Diego Unified School District—(BRED-87).

Modification of CP

KIFT (TV) Idaho Falls, Idaho, Idaho Falls Television Inc.—Mod. of CP (BPCT-1278) as mod., which authorized new tv station, for extension of completion date to 10-25-54 (BMPCT-2037).

KWIK-TV Pocatello, Idaho, Eastern Idaho Bcstg. and Tv Co.—Mod. of CP (BPCT-1546) as mod., which authorized new tv station, for extension of completion date to 10-25-54 (BMPCT-2036).

KNAL-TV Victoria, Tex., Albert B. Alkek d/b as KNAL Television Co.—Mod. of CP (BPCT-1414) which authorized new tv station, for extension of completion date to 10-25-54 (BMPCT-2056).

April 17 Applications

ACCEPTED FOR FILING

Remote Control

KNEA Jonesboro, Ark., Radio Jonesboro Inc. (BRC-367); KAVR Apple Valley, Calif., Apple Valley Bcstg Co. (BRC-366); WBIS Bristol, Conn., The Bristol Bcstg. Corp. (BRC-371); WTMC Ocala, Fla., Ocala Bcstg. Co. (BRC-368); WEAR Pensacola, Fla., Gulfport Bcstg. Co. (BRC-344); WHMP Northhampton, Mass., Pioneer Valley Bcstg Co. (BRC-364); WPME Punxsutawney, Pa., Punxsutawney Bcstg. Co. (BRC-372); WKBL Covington, Tenn., Tipton County Bcstg. Co. (BRC-362); WHHM Memphis, Tenn., Mid-South Bcstg. Corp (BRC-369); KFST Fort Stockton, Tex., Ft. Stockton Bcstg. Co. (BRC-363); KOVO Provo, Utah, KOVO Bcstg. Co. (BRC-370); WBAY Green Bay, Wis., Norbertine Fathers (BRC-365).

Renewal of License

WCSS Amsterdam, N. Y., Community Service Bcstg. Corp. of Amsterdam—(BR-2032).

Modification of CP

KFXJ-TV Grand Junction, Colo., Western Slope Bcstg. Co.—Mod. of CP (BPCT-1305) as mod., which authorized new tv station, for extension of completion date from 5-22-54 (BMPCT-2063).

WDAY-TV Fargo, N. D., WDAY Inc.—Mod. of CP (BPCT-740) as mod., which authorized new tv station for extension of completion date to 1-30-55 (BMPCT-2061).

KSL-TV Salt Lake City, Utah, Radio Service Corp. of Utah—Mod. of CP (BMPCT-835) as mod., which authorized changes in existing tv station for extension of completion date to Nov. 1954 (BMPCT-2062).

KETC (TV) University City, Mo., St. Louis Educational Tv Commission—Mod. of CP (BPET-20) as mod., which authorized new non-comm. educational tv station, for extension of completion date to 7-1-54 (BMPET-32).

April 19 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Chief Broadcast Bureau—Granted petition for extension of time to and including April 19, in which to file exceptions to initial decision in re applications of WKRG-TV Inc. and the Mobile Tv Corp., for ch. 5 in Mobile, Ala. (Dockets 10457-58). (Action of 4/15.)

San Bernardino, Calif., KITO Inc.—Dismissed application (BMPCT-1042) for mod. of CP to extend completion date of new tv station on ch. 18, because the original CP (BPCT-897) was cancelled on April 9. (Action taken 4/13.)

By Hearing Examiner Charles J. Frederick

Rescheduled hearing conference from April 19 to April 24 in re applications of City of Jacksonville, et al, for ch. 12 in Jacksonville, Fla. (Dockets 10833 et al).

By Hearing Examiner Millard F. French

Adopted Memorandum Opinion and Order after Hearing Conference setting forth actions which shall control the subsequent course of hearing in re applications of WPTF and Capitol Bcstg. Co. for ch. 5 in Raleigh, N. C. (Dockets 10861-62).

Phoenix, Ariz., KTAR Bcstg. Co., Ariz. Tv Co.—On request of Ariz. Tv Co., ordered that KTAR Bcstg. shall furnish copies of the program logs of am stations KVOA Tucson, and KYUM Yuma, Ariz., and KYCA Prescott, Ariz., covering the composite weeks of 1952 and 1953, to Ariz. Tv Co. on or before April 23 (Dockets 10877-78, re ch. 3).

By Hearing Examiner H. Gifford Irion

Corpus Christi, Tex., Superior Tv Inc., KEYS-TV Inc., K-Six Tv Inc.—Denied petition of KEYS-TV to reopen the record in re applications for ch. 10 (Dockets 10556-58), to incorporate a portion of the testimony given by George E. Cameron Jr., in the proceeding re Docket 8621. (Action of 4/14.)

Gave notice of a further hearing conference to be held April 14 in re applications of News-Journal Corp., and Telrad Inc., for ch. 2 in Daytona Beach, Fla. (Dockets 10928-29) This will not affect date for commencement of taking testimony now scheduled for May 17. (Action of 4/13.)

By Hearing Examiner Isadore A. Honig

Issued Memorandum on Commencement of Hearing, and Order, in re applications of KFAB Bcstg. Co., and Herald Corp., for ch. 7 in Omaha, Neb. (Docket 9009, 10909), ordering that further exchange of information agreed on between applicants will be made on April 26; proposed points of reliance will be exchanged by the parties on May 10, and a further hearing conference will be held May 17, to consider the points of reliance proposed by the parties and all other appropriate matters relating to the conduct of the hearing.

By Hearing Examiner Herbert Sharfman

By Memorandum Opinion and Order denied petition by Zenith Radio Corp. for continuance of hearing now scheduled for May 7 in re its application and that of WBBM-TV for ch. 2 in Chicago (Dockets 8917 et al); and ordered that the time for exchanging the supplementary material referred to in the Commission's McFarland letters to Feb. 10, 1954, is extended from April 22 to April 29.

By Hearing Examiner John B. Poindexter

Huntington, W. Va., Greater Huntington Radio Corp., Huntington Bcstg. Corp.—On request of applicants, postponed from April 16 to April 19, the further hearing conference for the formal presentation of points of reliance in re ch. 13 (Dockets 10863, 65).

By Hearing Examiner Fanney N. Litvin

Little Rock, Ark., Ark. Tv Co., Ark. Telecasters Inc.—Ordered that Par. 4 of the Order After Hearing Conference dated Nov. 13, 1953, be amended so as to vacate date therein set forth upon which parties are required to notify Examiner re direct evidence, etc. (Dockets 10610-11, ch. 11).

By Hearing Examiner Harold L. Schilz

WPAC Patchogue, N. Y., Patchogue Bcstg. Co.—Withdrew order of April 12, 1954, calling for a pre-hearing conference in re (Docket 10715), and postponed hearing scheduled to commence April 29, until a further date to follow action by the Commission on petition for removal of application from hearing, or until further order of the examiner.

April 19 Applications

APPLICATION RETURNED

WSLM Salem, Ind., Don H. Martin—CP to change frequency from 1220 kc to 1150 kc and increase power from 250 w to 1 kw. (No engineering submitted, type transmitter not given or transmitter and studio locations.)

ACCEPTED FOR FILING

Modification of CP

WJOL-TV Joliet, Ill., Joliet Tv Inc.—Mod. of CP (BPCT-1340) which authorized new tv station for extension completion date to October 20, 1954 (BMPCT-2059).

WRDW-TV Augusta, Ga., Radio Augusta Inc.—Mod. of CP (BPCT-1086) as mod. which authorized new tv station for extension completion date 8-16-54 (BMPCT-2058).

April 20 Decisions

BROADCAST ACTIONS

Actions of April 16

Richmond, Va., Lee Bcstg. Corp.—Granted authority to transmit baseball games to Station CFRA Ottawa, Canada, from Richmond, Va., for the period April 16 to Nov. 1, 1954 (BFP-246).

Cancellation of License

KFNF Shenandoah, Iowa, Capital Bcstg. Co.—Granted request for cancellation of license for auxiliary transmitter.

Granted CP

WORC Worcester, Mass., Radio Worcester Inc.—Granted CP to replace expired CP (BP-8400) which authorized changes in the transmitting equipment (BP-9237).

WCAU-TV Philadelphia, Pa., WCAU Inc.—Granted CP to install auxiliary transmitters at main transmitter site, as specified in outstanding CP (BMPCT-1561) to operate on ch. 10.

Modification of CP

WTIK-TV Durham, N. C., Durham Bcstg. Enterprises Inc.—Granted mod. of CP to change type of antenna and make other equipment changes; antenna 1000 ft. (BMPCT-1962).

WCAU-TV Philadelphia, Pa., WCAU Inc.—Granted mod. of CP to change type of antenna and make other equipment changes; antenna 990 ft.; completion date 10-5-54 (BMPCT-2029).

The following were granted mod. of CP's for extension of completion dates as shown: WDAY-TV Fargo, N. D., to 11-13-54; KETC (TV) St. Louis, Mo., to 11-6-54; WRDW-TV Augusta, Ga., to 11-16-54.

Actions of April 15

Remote Control

WRRL Ithaca, N. Y., Northeast Radio Corp.—Granted authority to operate transmitter by remote control.

Granted License

WLOU Louisville, Ky., Robert W. Rounsaville—Granted license covering mounting of tv antenna on top of am tower (increase height), to make change in the antenna system and type of transmitter (BL-5249).

KBMI Henderson, Nev., Moritz Zenoff—Granted license for am broadcast station; 1400 kc, 250 w, U (BL-5252).

WERS (FM) Boston, Mass., Emerson College—Granted license covering changes in noncommercial educational station; ch. 205 (88.9 mc), 18 kw, antenna 55 ft. (BLED-148).

Granted CP

WHRN (TV) Dover, Del., Rollins Bcstg. Inc.—Granted CP to replace expired CP (BPCT-1403) which authorized new commercial tv broadcast station; completion date 11-9-54 (BPCT-1829).

THE LATEST WCKY STORY

Want Top Audience in the Cincinnati Market?

BUY WCKY DISC JOCKEY PROGRAMS!

From 6 a.m. to 7 p.m. Monday thru Sunday WCKY Disc Jockey Programs have *MORE* First Place audience ratings than the *combined total* of *all other* local DJ Programs in Cincinnati.

WCKY Disc Jockeys Are Your Best Buy!

WCKY CINCINNATI

WHHM Memphis, Tenn., Mid-South Bcstg. Corp.—Granted CP to change alternate main transmitter location (same city) (BP-9234).

WMCA New York, N. Y., WMCA Inc.—Granted CP to make changes in frequency control equipment (BP-9242).

Modification of CP

The following were granted mod. of CP's for extension of completion dates as shown:

KFST Ft. Stockton, Tex., to 5-15-54; WNEL San Juan, P. R., to 6-18-54, conditions; KLIF-TV Dallas, Tex., to 10-11-54; KNAL-TV Victoria, Tex., to 10-24-54.

Actions of April 14

Modification of CP

KHOF (TV) Stockton, Calif., Radio Diablo Inc.—Granted mod. of CP to change corporate name to Television Diablo Inc. (BMPCT-2055).

The following were granted mod. of CP's for extension of completion dates as shown:

WSIL-TV Harrisburg, Ill., to 11-11-54; KTTV (TV) Los Angeles, Calif., to 11-3-54; KIFT (TV) Idaho Falls, Idaho, to 10-25-54; KWIK-TV Pocatello, Idaho, to 10-25-54.

Actions of April 13

Granted CP

KMPT (TV) Oklahoma City, Okla., KLPR Tv Inc.—Granted CP to replace expired CP (BPCT-1448) as mod., which authorized new tv station; completion date 10-13-54 (BPCT-1862).

WMBV-TV Marinette, Wis., M & M Bcstg. Co.—Set aside, vacated action of 3-24-54, granting BMPCT 1941, which authorized mod. of CP and returned to processing line (BPCT-1534).

Actions of April 12

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KWYO Sheridan, Wyo.; KLPR Oklahoma City, Okla.; KWOA Worthington, Minn.; WHBF Rock Island, Ill., while using non-directional antenna; WTJS Jackson, Tenn., while using non-directional antenna; KCSR Chadron, Neb.; WTJS-FM Jackson, Tenn., and to change antenna marking specifications.

Granted License

KWG Stockton, Calif., McClatchy Bcstg. Co.—Granted license covering installation of old main transmitter as an auxiliary transmitter (BL-5242).

KMPC Los Angeles, Calif., KMPC, The Station of the Stars—Granted extension of authority to modulate transmitter with audio tones between 30 and 35 cycles with approx. 25% modulation in order to test a Civil Defense alerting Unit for the City of Los Angeles, to May 15.

WCHO Washington Court House, Ohio, The Court House Bcstg. Co.—Granted authority to sign off during the months of April through Sept. 1954 at 6:30 p.m., local time.

KOKO Warrensburg, Mo., Clinton Bcstg. Co.—Granted license for am broadcast station; 1450 kc, 250 w, U (BL-5192).

KCMR McCamey, Tex., Sprayberry Bcstg. Co.—Granted license for am broadcast station; 1450 kc, 250 w, U (BL-5243).

WKIC Hazard, Ky., BMG Bcstg. Corp.—Granted license covering changes in antenna system (BL-5250).

KSBR (FM) San Bruno, Calif., Radio Diablo Inc.—Granted mod. of CP to change name to Television Diablo Inc. (BMPH-4908).

Modification of CP

The following were granted mod. of CP's for extension of completion dates as shown:

WBRD Fort Lauderdale, Fla., to 8-24-54; WFLW Hodgenville, Ky., to 7-17-54; KAMD Camden, Ark., for ext. of commencement date to 6-4-54, and completion date to 12-4-54; WVEC Hampton, Va., to 7-4-54; WSM-TV Nashville, Tenn., to 11-4-54; WBOC-TV Salisbury, Md., to 11-11-54; KOA-TV Denver, Colo., to 11-9-54; WOC-TV Davenport, Iowa, to 6-11-54; KWWL-TV Waterloo, Iowa, to 11-3-54.

ACTIONS ON MOTIONS

By Hearing Examiner Herbert Sharfman

Providence, R. I., Cherry & Webb Bcstg. Co.—By Memorandum Opinion and Order granted petition to strike certain portions of ch. 16's proposed findings in proceeding re ch. 12 (Docket 8737).

By Hearing Examiner H. Gifford Irion

Daytona Beach, Fla., News-Journal Corp., Telrad Inc.—Adopted a Statement and Order which will govern the course of hearing re ch. 2 (Dockets 10928-29); the taking of testimony to commence on May 17.

By Hearing Examiner William G. Butts

Ft. Scott, Kan., Carthage Bcstg. Co.—Granted petition to cancel prehearing conference now scheduled for April 20 in re Docket 10945, and the hearing now scheduled for April 22 was continued until a date to be scheduled later.

By Hearing Examiner Basil P. Cooper

South Bend Bcstg. Corp., South Bend, Ind.; Michiana Telecasting Corp., Nortre Dame, Ind.—Granted motion of Michiana to change the date specified in second order controlling conduct of hearing, and the date for exchange of additional exhibits is changed from April 19 to May 3, and the date for exchange of other information is changed from April 26 to May 10, re ch. 46 (Dockets 10534-35).

By Hearing Examiner Charles J. Frederick

Straits Bcstg. Co., Midwestern Bcstg. Co., Cheboygan, Mich.—Postponed indefinitely the hearing scheduled for April 20 (re Dockets 10667-68), because one of applicants has filed a motion to dismiss its application. (Action take 4/19.)

Westinghouse Bcstg. Co., WWSW Inc., Pittsburgh Radio Supply House Inc., Pittsburgh, Pa.—Gave notice of a pre-hearing conference to be held April 22, in re applications for ch. 11 (Dockets 8694 et al). (Action taken 4/16).

By Hearing Examiner James D. Cunningham

Jefferson Amusement Co., Port Arthur, Tex.—Granted motion for corrections in the transcript of hearing re application for ch. 4 (Docket 10779).

By Hearing Examiner Claire W. Hardy

WOOF Tv Corp., Ala-Fla-Ga-Tv Inc., Dothan, Ala.—Gave notice of a pre-hearing conference to be held April 28 in re applications for ch. 9 (Dockets 10991-92).

April 21 Decisions

TV AND AM BROADCAST ACTIONS

WGMS-FM Washington, D. C., Good Music Station Inc.—Granted request for waiver of Subsection (e) of Section 1.342, for the current license period, to relieve that station from submitting time sales reports in connection with its program "A Full Evening of Good Music."

Renewal of License

The following stations were granted renewal of licenses for the regular period:

WACE Chicopee, Mass.; KOOS Coos Bay, Ore.; WALE Fall River, Mass.; WCCM Lawrence, Mass.; WNLK Norwalk, Conn.; WNAW North Adams, Mass.; WRUM Rumford, Me.; KTAC Tacoma, Wash.; WGNS Murfreesboro, Tenn.; KCHA Charles City, Iowa.; KOWL Santa Monica, Calif.; KXEL Waterloo, Iowa; WANT Richmond, Va.; WAPI Birmingham, Ala.; WATH Athens, Ohio; WATM Atmore, Ala.; WAUX Waukesha, Wis.; WBAL Baltimore, Md.; WBNL Boonville, Ind.; WBUX Doylestown, Pa.; WBYS Canton, Ill.; WCAR Pontiac, Mich.; WCAU Philadelphia, Pa.; WCNB Connersville, Ind.; WCNT Centralia, Ill.; WCRI Scottsboro, Ala.; WDGY Minneapolis; WDZ Decatur, Ill.; WENA Bayamon, P. R.; WFAX Falls Church, Va.; WFGM Fitchburg, Mass.; WFRL Freeport, Ill.; WFUR Grand Rapids, Mich.; WGNY Newburgh, N. Y.; WHAM Rochester, N. Y.; WHFB Benton Harbor, Mich.; WHIM Providence, R. I.; WHIN Gallatin, Tenn.; WHLI Hempstead, N. Y.; WHO Des Moines, Iowa; WBT Charlotte, N. C.

Columbia Bcstg. System, Inc., KMOX St. Louis, Mo., KNX Los Angeles, Calif., WTOP Washington, D. C.—Granted renewal of licenses without prejudice to any further action that may be taken in proceedings in Docket 10786.

WHBO Sulphur Springs, Fla., Sulphur Springs Bcstrs. Inc.—Granted renewal of license for the regular period.

McFarland Letter

John Henry Babcock, San Diego, Calif.—Is being advised that application (BFP-237) for authority to transmit program material by wire from San Diego, Calif., to stations XEAC Tijuana, Baja, Calif., Mexico; and XERB Rosarito Beach, Baja, Calif., Mexico, indicates necessity of a hearing.

Church of Universal Triumph, The Dominion of God, Detroit, Mich.—Granted extension of authority to transmit programs by wire from its church in Detroit to station CKLM Windsor, Ontario, Canada, for the period ending April 5 (BFP-247).

WNYC New York, N. Y., City of New York Municipal Bcstg. System—Is being advised that application for SSA to operate additional hours from 6 a.m. EST to local sunrise in New York City and from local sunset in Minneapolis, Minn., to 10 p.m. EST indicates necessity of a hearing. Commissioner Hennock dissented.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

WERD Atlanta, Ga., Radio Atlanta Inc.—Granted petition for an extension of time to April 20 to file response to the petition for enlargement of issues filed on March 31 by the Chief Broadcast Bureau in re its application and that of Dorsey Eugene Newman, Hartselle, Ala., and WBMG, Douglas, Ga. (Dockets 10638 et al). (Action 4/20.)

Patchogue Bcstg. Co., Patchogue, N. Y.—Granted petition for removal from the hearing docket of its application (Docket 10715; BP-8525) and application was returned to the processing line (Action 4/20).

Midwestern Bcstg. Co., Straits Bcstg. Co., Cheboygan, Mich.—Granted petition of Midwestern insofar as it requests dismissal of its application without prejudice and dismissed that portion which requests retention as party with regard to the application of Straits; removed from hearing application of Straits (Dockets 10667-68; BP-8753, 8795) (Action of 4/19).

By Hearing Examiner Isadore A. Honig

At the request of counsel for Appalachian Bcstg. Corp., Bristol, Va., and Tri-Cities Tv Corp., Bristol, Tenn. and with the concurrence of counsel for the Chief of the Broadcast Bureau, ordered that further hearing conference in proceeding for ch. 5 (Dockets 10879-80) be continued from April 21 to April 27.

By Hearing Examiner Elizabeth C. Smith

The Times-Picayune Publishing Co., Loyola University, James A. Noe and Co., New Orleans, La.—Granted motion of Times-Picayune for an extension of time from April 20 to April 21 for the filing and exchange between the applicants of their respective direct cases in ch. 4 proceeding (Dockets 10795, et al).

Loyola University, New Orleans, La.—Granted petition for leave to amend its tv application for ch. 4 (Docket 8936; BPCT-359) to show treasurer replacement.

April 21 Applications

Accepted for Filing

License for CP

WAGS Bishopville, S. C., H. L. Ginsberg, A. Roy Godshall, James B. Jeffries, Claude W. Smith, Helen G. Smith and Gladys A. Johnston d/b as Lee County Bcstg. Co.—License to cover construction permit (BP-8703) as reinstated and modified which authorized a new standard broadcast station (BL-5259).

Renewal of License

WADE Wadesboro, N. C., R. P. Lyon and Son (BR-1595).

WERC-FM Erie, Pa., Presque Isle Bcstg. Co. (BRH-579).

Modification of CP

WTLC (TV) Champaign, Ill., University of Illinois—Mod. of CP (BPET-34) which authorized new noncommercial educational tv station for extension of completion date to 10-15-54 (BMPET-33).

Southern Network
$150,000.00

Profitable facility in excellent market. Abundant industry payrolls in addition to stable agriculture. Attractive financing available.

Southwest Independent
$85,000.00

Single station market with above average retail sales and per capita income. Press of other business makes present owner desire sale. Station owns valuable real estate. Liberal financing to qualified buyer.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
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WMBD — PEORIA, ILLINOIS

Avery-Knodel, Inc.
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TELESTATUS

April 26, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with commercial programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
► WABT (13) CBS, ABC, DuM; CBS Spot Sls.; 225,000
► WBRC-TV (6) NBC; Katz; 219,454
WJLN-TV (48), 12/10/52—Unknown
WSGN-TV (42), 12/18/52-Unknown

Decatur†—
WMSL-TV (23) 12/26/52-5/1/54

Mobile†—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
► WKAB-TV (48) CBS, DuM; Forjoe; 60,800
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 25,700
WSFA-TV (12) Headley-Reed; 3/25/54-10/1/54

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► KTYL-TV (12) NBC, DuM; Avery-Knodel; 92,000

Phoenix—
► KOOL-TV (10) ABC; Blair; 90,607
► KPHO-TV (5) CBS, DuM; Katz; 92,000

Tucson—
► KOPO-TV (13) CBS, DuM; Forjoe; 23,000
► KVOA-TV (4) ABC, NBC; Raymer; 22,626

Yuma†—
► KIVA (11) DuM; Hollingbery; 18,243

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
► KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
► KARK-TV (4) NBC; Petry
► KATV (7) (See Pine Bluff)
KETV (23) 10/30/53-Unknown

Pine Bluff†—
► KATV (7) ABC, CBS; Avery-Knodel; 64,231

Texarkana—
► KCMC-TV See Texarkana, Tex.

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 55,000
► KERO-TV (10) ABC, CBS, NBC; Avery-Knodel; 109,692

Berkeley (San Francisco)—
*KQED (*9) 7/24/53-5/16/54*

Chico—
► KHSL-TV (12) CBS, NBC; Grant; 34,275

Corona†—
KCOA (52), 9/16/53-Unknown

El Centro†—
KPIC-TV (16) 2/10/54-Unknown

Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 10,000

Fresno—
► KBID-TV (53) Meeker; 92,052
► KJEO-TV (47) ABC, CBS; Branham; 106,558
► KMJ-TV (24) CBS, NBC; Raymer; 85,841

Newest Starters

Listed below are the newest stations that have started commercial operation:

KARK-TV Little Rock, Ark. (ch. 4), April 15.

KULA-TV Honolulu (ch. 4), April 16.

WAPA-TV San Juan, P. R. (ch.4), April 18.

Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
► KABC-TV (7) ABC; Petry; 1,817,177
► KCOP (13) Katz; 1,817,177
► KHJ-TV (9) DuM; H-R; 1,817,177
► KNBH (4) NBC; NBC Spot Sls.; 1,817,177
► KNXT (2) CBS; CBS Spot Sls.; 1,817,177
► KTLA (5) Raymer; 1,817,177
► KTTV (11) Blair; 1,817,177
► KTHE (*28)

Merced†—
KMER (34), 9/16/53-Unknown

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 382,361

Sacramento—
KBIE-TV (46) 6/26/53-Spring '54
► KCCC-TV (40) ABC, CBS, NBC, DuM; 73,200
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 382,361

San Diego—
► KFMB-TV (8) ABC, CBS, DuM; Petry; 206,382
► KFSD-TV (10) NBC; Katz; 206,382
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 851,250
► KPIX (5) CBS, DuM; Katz; 851,250
► KRON-TV (4) NBC; Free & Peters; 851,250
► KSAN-TV (32) McGillvra

San Jose†—
Standard Radio & Tv Co. (11), 4/15/54-Unknown

San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 65,489

Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 430,192

Stockton†—
► KTVU (36) Hollingbery; 76,000
KHOF (13) 2/11/54-6/1/54

Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 123,000

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 42,175
► KRDO-TV (13) NBC; McGillvra; 35,600

Denver—
► KBTV (9) ABC; Free & Peters; 209,306

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

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► KFEL-TV (2) DuM; Blair; 209,306
► KLZ-TV (7) CBS; Katz; 209,306
► KOA-TV (4) NBC; Petry; 209,306
*KRMA-TV (*6), 7/1/53-1954*

Grand Junction†—
KFXJ-TV (5) Holman; 3/26/53-5/30/54

Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 40,500
► KDZA-TV (3) McGillvra; 40,000

CONNECTICUT

Bridgeport—
*WCTB (*71), 1/29/53-Unknown*
► WICC-TV (43) ABC, DuM; Young; 59,127
WSJL (49), 8/14/52-Unknown

Hartford†—
*WEDH (*24), 1/29/53-Unknown*
WGTH-TV (18), 10/21/53-Unknown

New Britain—
► WKNB-TV (30) CBS; Bolling; 167,922

New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
*WCTN (*63), 1/29/53-Unknown*

Stamford†—
WSTF (27), 5/27/53-Unknown

Waterbury—
► WATR-TV (53) ABC, DuM; Stuart; 117,600

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 201,639
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 595,600
► WNBW (4) NBC; NBC Spot Sls.; 605,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 595,600
► WTTG (5) DuM; Blair; 559,000
WOOK-TV (50) 2/24/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 116,116
► WITV (17) ABC, DuM; Venard; 107,200 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 42,416
► WMBR-TV (4) CBS; CBS Spot Sls.; 233,647
WOBS-TV (30) Stars National; 8/12/53-Sept. '54

Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-9/30/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 241,500
WMFL (33), 12/9/53-Unknown

Orlando—
WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 10/14/53-5/15/54

Panama City†—
► WJDM (7) CBS; Hollingbery

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 52,500
► WPFA (15) CBS, DuM; Young; 14,760

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 71,200

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) NBC; Blair; Initial Decision 7/13/53-June '54

West Palm Beach—
WEAT-TV Inc. (12) Walker; 2/18/54-7/1/54
► WIRK-TV (21) ABC, NBC, DuM; Weed; 23,650
WJNO-TV (5) NBC; Meeker; 11/4/53-8/1/54

GEORGIA

Albany†—
► WALB-TV (10) NBC; Burn-Smith

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 340,810
► WLWA (11) ABC, DuM; Crosley Sls.; 340,810
► WSB-TV (2) NBC; Petry; 340,810
WQXI-TV (36), 11/19/53-Summer '54

Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 73,100
► WRDW-TV (12) CBS; Headley-Reed; 65,000

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 51,684
► WRBL-TV (4) CBS; Hollingbery; 61,471

Macon—
►WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593

Rome†—
► WROM-TV (9) Weed; 94,380

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Katz; 30,000
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-5/15/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 31,300
► KIDO-TV (7) ABC, NBC, DuM; Blair; 28,500

Idaho Falls—
► KID-TV (3) CBS, NBC, DuM; Gill-Perna; 20,000
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54

Nampa†—
KTVI (6) 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-8/1/54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) DuM; Weed; 205,000

Bloomington†—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 250,000
WCUI (21), 7/22/53-Unknown
*WTLC (*12), 11/4/53-Unknown*

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,618,145
► WBKB (7) ABC; Blair; 1,618,145
► WGN-TV (9) DuM; Hollingbery; 1,618,145
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,618,145
WOPA-TV Inc. (44) 2/10/54-Unknown
*WTTW (*11) 11/5/53-Fall '54*

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000

Decatur—
► WTVP (17) ABC, DuM; George W. Clark; 129,500

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 142,997
► WTVH-TV (19) ABC, DuM; Petry; 106,405

Quincy† (Hannibal, Mo.)—
► KHQA-TV (7) (See Hannibal, Mo.)
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 108,000

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 183,002
► WTVO (39) CBS, NBC, DuM; Weed; 75,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 67,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 524,003

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000

Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 55,000

Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 78,937
Anthony Wayne Bcstg Co. (69), Initial Decision 10/27/53

Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC, DuM; Katz; 473,000
WISH-TV (8) Bolling; 1/28/54-7/1/54 (granted STA April 5)
WJRE (26), 3/26/53-Unknown
LaFayette†—
► WFAM -TV (59) Rambeau; 46,700
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 64,250
Princeton†—
► WRAY-TV (52) Walker; 35,000
South Bend—
► WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 102,823
Terre Haute†—
WTHI-TV (10) CBS; Bolling; 10/7/53-7/1/54
Waterloo†—
WINT (15) 4/6/53-6/15/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000
Cedar Rapids—
► KCRI-TV (9) Venard; 116,444
► WMT-TV (2) CBS; Katz; 217,594
Davenport (Moline, Rock Island)—
► WOC-TV (5) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) Hollingbery; 46,713
WHO-TV (13) NBC; Free & Peters; 9/2/53-4/25/54 (granted STA March 5)
Fort Dodge†—
► KQTV (21) Pearson; 42,100
Mason City†—
KGLO-TV (3) CBS, DuM; Weed; 10/14/53-May '54
Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) CBS, NBC, DuM; Katz; 100.010
KTIV (4) Hollingbery; 1/21/54-8/16/54
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 101,448

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
► KTVH (12) CBS, DuM; H-R; 99,043
Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*
Pittsburg†—
► KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 50,000
Topeka—
KTKA (42), 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 49,808
Wichita—
KAKE-TV (10) 4/1/54-July '54
► KEDD (16) ABC, NBC, Petry; 80,457

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson†—
► WEHT (50) CBS; Meeker; 42,969
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) 4/13/54-Unknown
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown
Paducah†—
WTLK (43), 9/16/53-Unknown

LOUISIANA

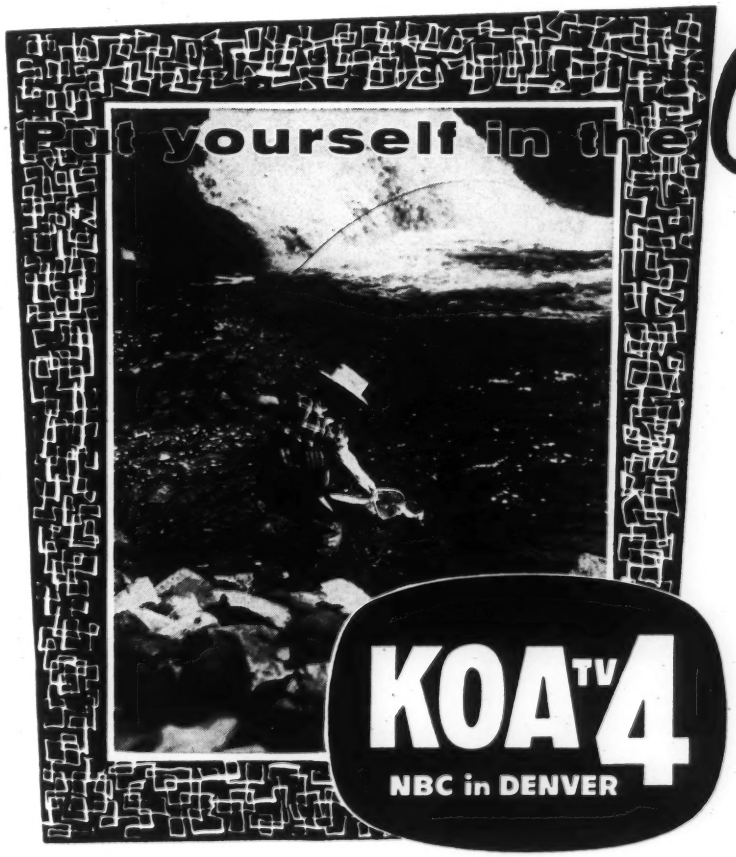
Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 48,000
WBRZ (2) Hollingbery; 1/28/54-9/1/54
Lafayette†—
KVOL-TV (10), 9/16/53-7/1/54
KLFY-TV (10), Rambeau; 9/16/53-7/1/54
Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
► KTAG (25) ABC, CBS, DuM; Young; 15,000
Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 109,870
► KFAZ (43) Pearson; 16,500
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Summer '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 250,005
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 65,691
WTLO (20), 2/26/53-Unknown
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 36,200

MAINE

Bangor†—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 53,600
Murray Carpenter & Assoc. (2) Initial Decision 3/26/54
Lewiston—
► WLAM-TV (17) CBS, DuM; Everett-McKinney; 18,554
Poland†—
WMTW (8) 7/8/53-7/1/54
Portland—
► WCSH-TV (6) NBC; Weed; 89,875
WGAN-TV (13) Avery-Knodel; 11/19/53-5/16/54 (granted STA March 29)
► WPMT (53) ABC, CBS, DuM; Everett-McKinney; 38,700

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 543,927



Colorado Picture!

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Look at these facts:

KOA-TV MARKET DATA

AREA:	11 counties including fast-growing Denver	
Population	886,400	59% of state total
Families	268,500	
TV Sets in Area	209,306	(Mar. 1, '54)
Retail Sales	$1,164,798,000	61% of state total
Spendable Income	$1,364,367,000	
Retail Sales Per Household	$4,338	

Put yourself right in the middle of this big, rich Colorado Picture with KOA-TV...Denver's Choice Channel 4.

CALL PETRY

► WBAL-TV (11) NBC; Petry; 543,927
WITH-TV (72) Forjoe; 12/18/52-Fall '54
► WMAR-TV (2) CBS; Katz; 543,927
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Summer '54
Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-5/1/54 (granted STA Feb. 18)

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) DuM; Walker; 134,110
Boston—
WBOS-TV (50) 3/26/53-Unknown
► WBZ-TV (4) NBC; Free & Peters; 1,162,627
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,162,627
Brockton†—
WHEF-TV (62), 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 118,000
New Bedford †—
WTEV-TV (28) Walker; 7/11/53-Summer '54
Pittsfield†—
WBEC-TV (64) 11/12/53-Unknown
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 132,000
► WWLP (61) ABC, NBC; Hollingbery; 128,000
Worcester—
WAAB-TV (20) Hollingbery; 8/12/53-Aug. '54
► WWOR-TV (14) ABC, DuM; Raymer; 45,000

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 18,000
*WUOM-TV (*26), 11/4/53-Unknown*
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
► WBKZ (64) ABC; Weed; 55,924
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 205,160
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 42,772
Detroit—
WCIO-TV (62), 11/19/53-Unknown
► WJBK-TV (2) CBS, DuM; Katz; 1,420,500
► WWJ-TV (4) NBC; Hollingbery, 1,277,991
► WXYZ-TV (7) ABC; Blair; 1,140,000
East Lansing†—
► WKAR-TV (*60)
Flint—
WFDF-TV (12), Initial Decision 5/11/53
► WTAC-TV (16) ABC; Raymer; 58,300
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 396,580
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 380,670
Lansing—
► WILS-TV (54) ABC, DuM; Venard; 42,000
► WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 254,700
Marquette†—
Peninsula Tv Inc. (6) 4/7/54-Oct. '54
Muskegon†—
WTVM(35), 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 73,225
WSBM-TV (51), 10/29/53-Unknown
Traverse City †—
WPBN-TV (7) Holman; 11/25/53-Unknown

MINNESOTA

Austin†—
► KMMT (6) ABC, CBS, DuM; Pearson; 78,925
Duluth† (Superior, Wis.)—
► KDAL-TV (3) NBC; Avery-Knodel
► WFTV (38) ABC, CBS, NBC, DuM; Young; 36,000
Hibbing†—
KHTV (10), 1/13/54-Unknown
Minneapolis (St. Paul)—
► WCCO-TV (4) CBS, DuM; Free & Peters; 447,200
► WTCN-TV (11) ABC; Blair; 427,000
Rochester—
► KROC-TV (10) NBC, DuM; Meeker; 70,000
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 447,200
► WMIN-TV (11) ABC; Blair; 427,000

MISSISSIPPI

Columbus†—
WCBI-TV (28), 3/11/53-Unknown
Jackson—
► WJTV (25) CBS, DuM; Katz; 50,224
► WLBT (3) NBC; Hollingbery; 85,607
► WSLI-TV (12) ABC; Weed; 88,650
Meridian†—
► WCOC-TV (30)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18), 4/16/53-Unknown
Clayton†—
KFUO-TV (30), 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 43,559
Festus†—
KACY (14) Raymer; See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 107,110
► WGEM-TV (10) See Quincy, Ill.
Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-8/15/54
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 389,182
► KMBC-TV (9) CBS; Free & Peters; 389,182
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 389,182
► WHB-TV (9) CBS; Blair; 389,182
Kirksville†—
KTVO (3) 12/16/53-6/15/54
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 96,706
St. Louis—
KACY (14) See Festus
*KETC (*9), 5/7/53-June '54*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 621,426
► KSTM-TV (36) ABC; H-R; 215,000
WIL-TV (42), 2/12/53-Unknown
► WTVI (54) See Belleville, Ill.
KWK Inc. (4) Initial Decision 4/13/54
Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-Unknown
Springfield†—
► KTTS-TV (10) CBS, DuM; Weed; 39,896
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, DuM; Headley-Reed; 9,009
Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6) NBC, DuM; Walker; 4,200
Great Falls†—
► KFBB-TV (5) CBS, DuM; Headley-Reed; 3,500
Missoula†—
KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54

NEBRASKA

Holdrege—
► KHOL-TV (13) CBS, DuM; Meeker; 23,000
Lincoln—
► KFOR-TV (10) ABC; Raymer; 89,122
► KOLN-TV (12) ABC, DuM; Avery-Knodel; 72,390
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 241,052
► WOW-TV (6) DuM, NBC; Blair; 237,993

NEVADA

Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 13,401
Reno†—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 13,623

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown
Manchester†—
► WMUR-TV (9) ABC; Weed
Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000
Atlantic City—
► WFPG-TV (46) ABC, CBS, NBC, DuM; Pearson; 16,135
WOCN (52), 1/8/53-Unknown
Camden†—
WKDN-TV (17), 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
WDHN (47), 4/2/53-Unknown
*WTLV (*19), 12/4/52-Unknown*
Trenton†—
WTTM-TV (41), Forjoe; 7/16/53-Unknown

NEW MEXICO

Albuquerque†—
►KGGM-TV (13) CBS; Weed; 41,500
► KOAT-TV (7) ABC; Hollingbery; 40,000
► KOB-TV (4) NBC, DuM; Branham; 40,548
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 20,439

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 77,482
*WTVZ (*17), 7/24/52-Unknown*
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 269,880
*WQTV (*46), 8/14/52-Unknown*
Bloomingdale† (Lake Placid)—
WBLD (5) 12/2/53-Summer '54

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Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 394,533. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 135,000
*WTVF (*23) 7/24/52-Unknown*
WGRB (2) NBC; 4/7/54-Unknown

Carthage†—
WCNY-TV (7) ABC, CBS; 3/3/54-Summer '54

Elmira—
► WECT (18) NBC; Everett-McKinney; 28,462
► WTVE (24) ABC, CBS, DuM; Forjoe; 30,000

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*

Jamestown†—
WJTN-TV (58), 1/23/53-Unknown

Kingston†—
WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 1/23/53-5/15/54

New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*

Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (6) NBC; Hollingbery; 210,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 216,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 190,000

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 303,400
► WTRI (35) CBS; Headley-Reed; 70,188

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 340,000
*WHTV (*43), 9/18/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 339,855

Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 137,500

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 19,500
WLOS-TV (13) 12/9/53-Aug. '54

Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*

Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 41,296
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 391,158

Durham†—
WTIK-TV (11) Headley-Reed; 1/21/54-Fall '54

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
Air-Pix Corp. (48) 4/7/54-Summer '54

Goldsboro†—
WTVX (34), 9/30/53-Unknown

Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 219,203

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 45,000

Raleigh—
►WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 52,190

Wilmington†—
► WMFD-TV (6) NBC; Weed
WTHT (3) 2/17/54-5/15/54

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 193,289
► WTOB-TV (26) ABC, DuM; H-R; 49,500

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NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair; 6,125

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 18,200

Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-July '54

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 49,431

Ashtabula†—
► WICA-TV (15) 18,000

Cincinnati—
*WCET (*48) 12/2/53-May '54*
► WCPO-TV (9) ABC, DuM; Branham; 450,000
► WKRC-TV (12) CBS; Katz; 450,000
► WLWT (5) NBC; WLW Sls.; 450,000
WQXN-TV (54) Forjoe; 5/14/53-October '54

Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,029,706
► WNBK (3) NBC; NBC Spot Sls; 865,425
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown

Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
► WTVN (6) ABC, DuM; Katz; 336,737

Dayton—
► WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) NBC; WLW Sls; 310,000

Elyria†—
WEOL-TV (31) 2/11/54-Fall '54

Lima—
WIMA-TV (35) Weed; 12/4/52-Spring '54
► WLOK-TV (73) NBC; H-R; 56,117

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 279,029

Youngstown—
► WFMJ-TV (73) NBC; Headley-Reed; 115,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 117,777
WUTV (21) Petry; 9/25/52-Unknown

Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 29,351

OKLAHOMA

Ada†—
KTEN (10), 12/16/53-6/1/54 (granted STA April 6)

Enid†—
KGEO-TV (5) Pearson; 12/16/53-Unknown

Lawton†—
► KSWO-TV (7) DuM; Everett-McKinney; 46,400

Miami†—
KMIV (58), 4/22/53-Unknown

Muskogee†—
KTVX (8) 4/7/54-Unknown

Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC, NBC; H-R; 106,344
► KWTV (9) CBS; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 260,279
*KETA (*13) 12/2/53-Unknown*

Tulsa—
► KCEB (23) NBC, DuM; Bolling; 64,536
► KOTV (6) CBS; Petry; 229,000
KSPG (17) 2/4/54-Unknown

OREGON

Eugene—
KVAL-TV (13) NBC; Hollingbery; 5/14/53-
April '54 (granted STA April 14)

Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair

Portland—
► KOIN-TV (6) ABC, CBS; Avery-Knodel; 167,183
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 167,172
Oregon Tv Inc. (12), Initial Decision 11/10/53

Salem†—
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39), 8/12/53-Unknown

Altoona—
► WFBG-TV (10) ABC, NBC, DuM; H-R; 418,798

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 67,516

Chambersburg†—
► WCHA-TV (46) CBS, DuM; Forjoe; 15,500

Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 65,098

Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WSEE (35) CBS; Avery-Knodel; 10/14/53-4/25/54
WLEU-TV (66) 12/31/53-Unknown

Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-8/1/54
►WHP-TV (55) CBS; Bolling; 118,150
► WTPA (71) NBC; Headley-Reed; 118,150

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 757,183

Lancaster—
► WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 293,097
WWLA (21) Venard; 5/7/53-Fall '54

Lebanon†—
► WLBR-TV (15) Pearson; 146,575

New Castle†—
► WKST-TV (45) DuM; Everett-McKinney; 139,578

Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls; 1,609,667
► WFIL-TV (6) ABC, DuM; Katz; 1,793,362
WIBG-TV (23), 10/21/53-Unknown
WIP-TV (29), 11/26/52-Unknown
► WPTZ (3) NBC; Free & Peters; 1,767,042

Pittsburgh—
► WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 921,570
► WENS (16) ABC, CBS; Petry; 236,452
► WKJF-TV (53) CBS, NBC, DuM; Weed; 236,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

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► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
►WEEU-TV (33) ABC, NBC; Headley-Reed; 45,973
► WHUM-TV (61) CBS; H-R; 175,000
Scranton—
► WARM-TV (16) ABC; Hollingbery; 150,000
► WGBI-TV (22) CBS; Blair; 155,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 149,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 160,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Spring '54
York—
► WNOW-TV (49) DuM; Hollingbery; 72,000
► WSBA-TV (43) ABC; Young; 76,100

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,098,189
► WNET (16) CBS; Raymer
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown
Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 46,500
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 71,428
WUSN-TV (2) NBC; 3/25/54-9/1/54
Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 41,982
► WIS-TV (10) NBC; Free & Peters; 97,465
► WNOK-TV (67) CBS, DuM; Raymer; 46,000
Florence†—
WBTW (8) CBS; 11/25/53-Sept. '54
Greenville—
► WFBC-TV (4) NBC; Weed; 287,266
► WGVL (23) ABC, DuM; H-R; 55,353
Greenwood†—
WCRS-TV (21) 4/8/53-Unknown
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Aug. '54
WSCV (17) 7/30/53-Unknown

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown
Sioux Falls†—
► KELO-TV (11) ABC, NBC; Raymer; 56,119

TENNESSEE

Chattanooga—
WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 1/28/54-4/25/54
Jackson†—
WDXI-TV (9) Burn-Smith; 12/2/53-Aug. '54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson 59,078
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 63,620
► WTSK (26) CBS, DuM; Pearson; 60,500
Memphis—
► WHBQ-TV (13) CBS; Blair; 276,342
► WMCT (5) ABC, NBC, DuM; Branham; 276,342
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 186,176
►WSM-TV (4) NBC, DuM; Petry; 186,176
Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-6/1/54

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 30,316
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 48,205
► KGNC-TV (4) NBC, DuM; Katz; 48,205
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 68,945
Beaumont†—
KBMT (31) 12/4/52—Unknown (granted STA April 5)
KTRM-TV (6) Initial Decision 7/22/53
Corpus Christi†—
KVDO (22) 1/6/53-6/15/54
KTLG (43) 12/9/53-Unknown
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham; 368,500
► WFAA-TV (8) ABC, NBC, DuM; Petry; 330,000
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 50,171
► KTSM-TV (9) NBC; Hollingbery; 39,400
KELP-TV (13) Forjoe; 3/18/54-Sept. '54
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 371,400
Galveston—
► KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 276,000
Harlingen†—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 31,800
Houston—
► KNUZ-TV (39) DuM; Forjoe; 68,144
► KPRC-TV (2) ABC, CBS, NBC, DuM; Petry; 303,500
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
KTLJ (13), 2/23/54-Unknown
Longview†—
► KTVE (32) Forjoe; 19,306
Lubbock†—
► KCBD-TV (11) ABC, NBC; Pearson; 53,804
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 53,804
KFYO-TV (5) Katz; 5/7/53-Unknown
Lufkin†—
KTRE-TV (9) Venard; 3/11/53-Fall '54
Marshall†—
KMSL (16) 6/25/53-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 31,500
San Angelo—
► KTXL-TV (8) CBS; Venard; 28,035
San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 188,181
► WOAI-TV (4) NBC; Petry; 188,181
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 73,935
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 66,223
Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) 1/27/54-Unknown
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC; Pearson; 28,000
Weslaco†—
► KRGV-TV (5) NBC; Raymer
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 59,800
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KDYL-TV (4) NBC; Blair; 157,080
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 157,080
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-8/15/54

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Population	807,200
Households	216,500
Income	$837,833,000
Ret. Sales	$573,994,000

(SRDS Consumer Markets. A & B contour area).

80,000 Sets*

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WDEF-TV CHATTANOOGA channel 12

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VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Hollingbery; 18,114
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 90,016
Harrisonburg†—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Devney; 80,182
Lynchburg—
► WLVA-TV (13) CBS, DuM; Hollingbery; 102,281
Newport News—
WACH-TV (33) See footnote (d)
Norfolk—
► WTAR-TV (4) ABC, CBS, DuM; Petry; 213,889
► WTOV-TV (27) ABC, DuM; Forjoe; 92,000
► WVEC-TV (15) See Hampton
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 441,079
Roanoke—
► WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 241,158

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 60,806
Seattle—
► KING-TV (5) ABC; Blair; 345,300
► KOMO-TV (4) NBC; Hollingbery, 345,300
*KUOW-TV (*9) 12/23/53-September '54*
Seattle Construction Co. (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 56,539
► KXLY-TV (4) CBS, DuM; Walker; 66,607
Louis Wasmer (2) 3/18/54-Sept. '54
Tacoma—
► KMO-TV (13) Branham; 345,300
► KTNT-TV (11) CBS, DuM; Weed; 345,300
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 20,270

WEST VIRGINIA

Beckley†—
WBEY (21), 6/25/53-Unknown
Charleston†—
► WKNA-TV (49) ABC, DuM; Weed; 36,100
WCHS-TV (8) CBS; Branham; 2/11/54-7/15/54
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 33,785
Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 382,352
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 24,850
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) NBC; Hollingbery; 451,500

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700
Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,253
Valley Telecasting Co. (5) 3/10/54-Unknown
La Crosse†—
WKBT (8) CBS, NBC, DuM; Raymer; 10/28/53-7/1/54
WTLB (38) 12/16/53-Unknown
Madison—
*WHA-TV (*21) 10/7/53-5/3/54 (granted STA April 13)*
► WKOW-TV (27) CBS; Headley-Reed; 41,500
► WMTV (33) ABC, DuM; Meeker; 44,800
Marinette†—
WMBV-TV (11) NBC; George Clark; 11/18/53-August '54
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 308,750
► WOKY-TV (19) ABC, DuM; Gill-Perna; 287,500
► WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 668,263

Neenah†—
► WNAM-TV (42) George Clark
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 48,700
Wausau†—
WOSA-TV (16) Rambeau; 2/10/54-7/1/54
Wisconsin Valley Tv Corp. (7) Initial Decision 4/9/54

WYOMING

Casper†—
KSPR-TV (2) 5/14/53-Unknown
Cheyenne†—
► KFBC-TV (5) CBS, NBC; Hollingbery

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed
► KTVA (11) NBC, DuM; Feltis
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Spring '54

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 53,000
► KONA (11) NBC; NBC Spot Sls.; 50,000
► KULA-TV (4) ABC; Headley-Reed

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) Inter-American; 6,500

CANADA

London†—
► CFPL-TV (10) CBS; 35,000
Montreal—
► CBFT (2) 143,005
► CBMT (6) 143,005
Ottawa—
► CBOT (4) 10,100
St. John, N. B.—
► CHSJ-TV (4) CBS
Sudbury†—
► CKSO-TV (5) ABC, CBS, NBC; All-Canada; 6,728
Toronto—
► CBLT (9) 222,500
Vancouver—
► CBUT (2) CBS

MEXICO

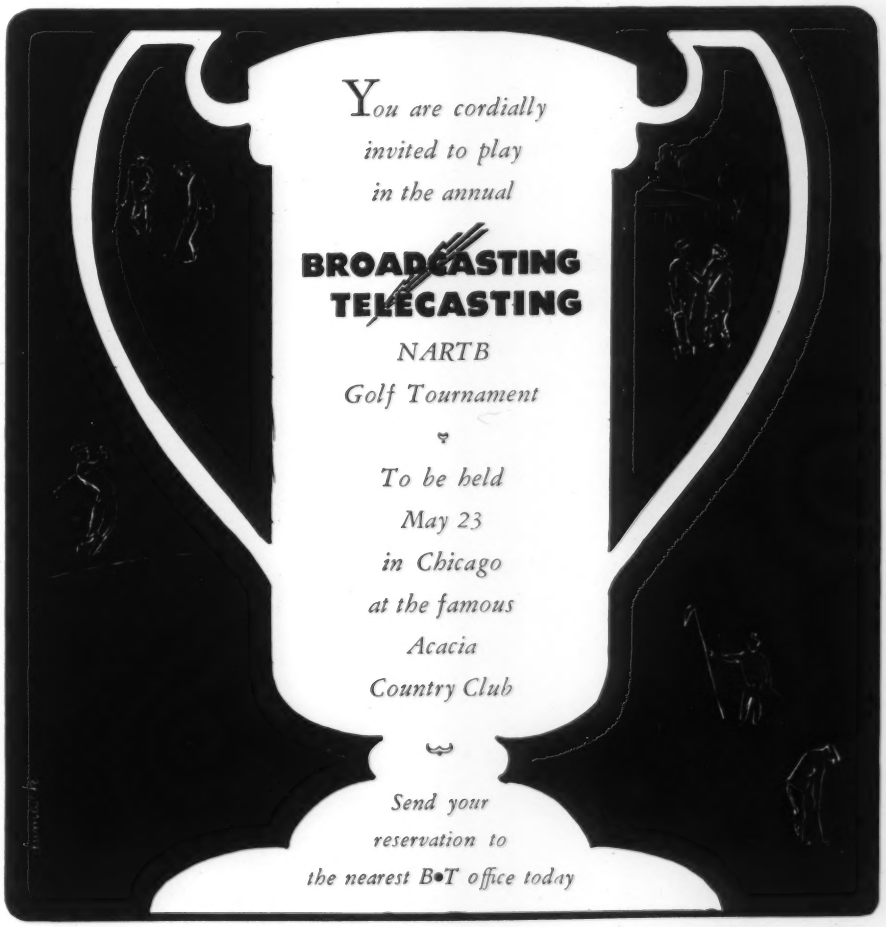
Juarez† (El Paso, Tex.)—
XEJ-TV (5) National Time Sales; 5/17/54
Matamoros† (Brownsville, Tex.)—
► XELD-TV (7) ABC, CBS, NBC, DuM; Young; 31,200
Tijuana† (San Diego)—
► XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 379, total cities with stations on air: 250. Both totals include stations XELD-TV and XETV Mexico as well as educational outlets that are operating. Total sets in use 29,418,456.
*** Indicates educational stations.**
† Cities NOT interconnected with AT&T.
(a) Figure does not include 285,417 sets which WBEN-TV Buffalo reports it serves in Canada.
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.
(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.
(d) WKLO-TV Louisville, Ky.; KACY (TV) Festus, Mo.; WIFE (TV) Dayton, Ohio, and WACH-TV Newport News, Va. have suspended regular operation, but have not turned in CP's.

UPCOMING

APRIL

April 26-28: Spring Conference, Radio-Electronics-Tv Mfrs. Assn., Roosevelt Hotel, New York.
April 27-28: CBS Radio Affiliates Committee, Chicago.
April 28: Brand Names Day.
April 28-29: Pennsylvania Assn. of Broadcasters, Pocono Manor Inn, Mt. Pocono.
April 29: Sales & Advertising Conference, U. of Notre Dame, Notre Dame, Ind.
April 29-30: National Industrial Advertisers Assn., Huntington Hotel, Pasadena, Calif.
April 29-30: Joint U. S.-Canadian Radio-Electronics-Tv Mfrs. Assn. conference and board meeting, Sheraton-Brock Hotel, Niagara Falls, Ont.
April 29-May 1: Southern California Advertising Agencies Assn., Deep Well Inn, Palm Springs.
April 30-May 1: Radio-tv news clinic, U. of Illinois, Urbana.



Helluva Way to Run a Railroad

IF THE Administration had set out deliberately to alienate the communications bloc, it couldn't have done a more effective job than that provoked by its ineptness in handling the FCC chairmanship vacancy.

So far as we know, there was unanimous support from licensees for reappointment of Rosel H. Hyde as chairman. The only opposition was political. Mr. Hyde's tenure expired April 18 as chairman, although he continues as a commissioner until 1959. The Administration let April 18 come and go (1) without reappointing him; (2) without naming a new chairman; (3) without giving an explanation. The job was simply left dangling.

But Mr. Hyde continued to serve because his fellow commissioners, using a brand-new section of the Communications Act for the first time, unanimously elected him to "act" as chairman. He will serve until the President makes up his mind. But no matter when the appointment comes through, some injury will have been done.

Meanwhile, reports are current that John C. Doerfer of Wisconsin may be named chairman, or that he may be moved to another administrative agency, thus creating a vacancy for a newcomer who presumably would get the chairmanship. Mr. Doerfer has served commendably on the FCC since he assumed office just a year ago. It is, of course, the President's prerogative to name his own chairman. It gives him direct contact with what has been described as the most important independent agency. Certainly there has been ample time for the President to consider this appointment, despite his preoccupation with grave matters in these troublous times. Moreover, he has a chain of command that should be competent to handle such matters without ignoring deadlines.

The unhappy result, it must be presumed, is that both Mr. Hyde and Mr. Doerfer are embarrrassed. Broadcasters and other communicators who supported Mr. Hyde and who support Mr. Doerfer for reappointment when his term expires June 30, are baffled and chagrined. The FCC must regard itself as a step-child, not sufficiently important to get timely consideration.

This painful episode began when Mr. Eisenhower was persuaded a year ago to create a precedent by naming Mr. Hyde for a one-year term. The politicians wanted a "new broom," but apparently no qualified outsider could be found. So Mr. Hyde was given a trial appointment. The "new broom" notion must persist, because, despite demonstrable evidence that much has been accomplished during the year, the Administration is still shadow-boxing

There probably are politicians who aren't satisfied with the way Mr. Hyde has handled patronage, or perhaps individual television cases. But we know of no other GOP entity that has batted 1,000 during this first year, not excluding even President Eisenhower's own palace guard.

15 plus 2 minus 3?

THE proposal by the city of New York to apply a 3% sales tax to advertising agencies may seem, on the surface, a parochial affair. It is not. Everyone who does business in advertising must be concerned by it.

If the city makes the tax stick, it will diminish both the amount and effectiveness of advertising coming out of New York. For most agencies, profit margins are already small, however large total billings, and they would be made uncomfortably smaller by the added tax. Inevitably some agencies would be forced to move.

While we do not believe that the future of advertising depends upon the present volume of advertising business remaining in New York, we realize that in a sudden shift of agency locale or in a general upset of the existing system, total advertising volume would be bound to decline. That is not an eventuality which radio and television could take lightly.

Beyond the personal stake which broadcasters and telecasters and agencies and advertisers have in this question, there is a danger to the whole economy. As most businessmen agree, the current economic situation calls for increased advertising effort and improved advertising efficiency to maintain consumer demand.

Anything which threatens to diminish that effort or disrupt advertising practices at a time like this is a threat to American business in general. It is to be hoped that the New York agencies may count upon their associates elsewhere in their effort to defeat the tax.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"He wants to present our news commentator with a plaque!"

No One-Way Street in Tv

TREMENDOUS heat is being generated over the Senate Potter Committee hearings on uhf, to begin May 4.

Should there be another freeze until a solution can be found? Should there be an end to intermixture of uhf and vhf? Should the fm band, sufficient for three additional vhf channels, be added to the present 12 vhf's? Should there be Government loans to "responsible," but hard-pressed uhf operators?

It's hard to conceive of a more explosive agenda. The Potter committee must be fully informed. It is not enough to have the uhf story only partially told by those who have immediate grievances, admittedly severe. What about existing vhf stations? What about fm broadcasters who would be displaced? What about uhf and vhf applicants now in comparative hearing?

The Committee should hear, not only from the FCC and the distraught uhf broadcasters, but from the NARTB, manufacturers, networks, and individual spokesmen representing vhf properties.

The hearing should not be a one-way street.

Upon Sober Consideration

THE House Interstate & Foreign Commerce Committee has set hearings on the bill introduced a year ago by Rep. Joseph S. Bryson (D-N. C.) to ban advertising of all alcoholic beverages, including beer and wine.

Rep. Bryson died soon after introducing the bill, and it is a pity he could not take it with him. As it is, it remains one of those embarrassing legacies, like the shrunken head in Uncle John's den. Nobody in his right mind wants it, but some of the survivors refuse to let it be discarded for fear of how Uncle John would feel if he were still alive.

Some of Rep. Bryson's surviving colleagues are worried not only about how Rep. Bryson would feel but also about how some of his and their constituents who *are* alive—and kicking pretty hard—feel about the bill and alcohol in general. These constituents are against alcohol, and they figure one way to get at the demon rum is to carry out an indirect attack on it.

It is easy enough for people of gentler persuasions to believe that drys are extremists who cannot possibly get their way in an enlightened age. It is easy to believe this, but not practical.

The only way to make sure that the dry minority does not get its way is to put up compelling arguments against the dry propaganda. Broadcasters and telecasters must make it a point to make their positions and opinions clear at the forthcoming hearings in the House.

Those who may be inclined to dismiss the issue as one engendered by a trivial group of extremists are reminded of an event in the Senate a couple of years ago.

A bill introduced by Sen. Edwin C. Johnson (D-Colo.) to prohibit hard liquor advertising on radio and television was defeated in committee by the hair-raising margin of one, repeat one, vote.

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- New Orleans, La.

*Sales Management, 1953

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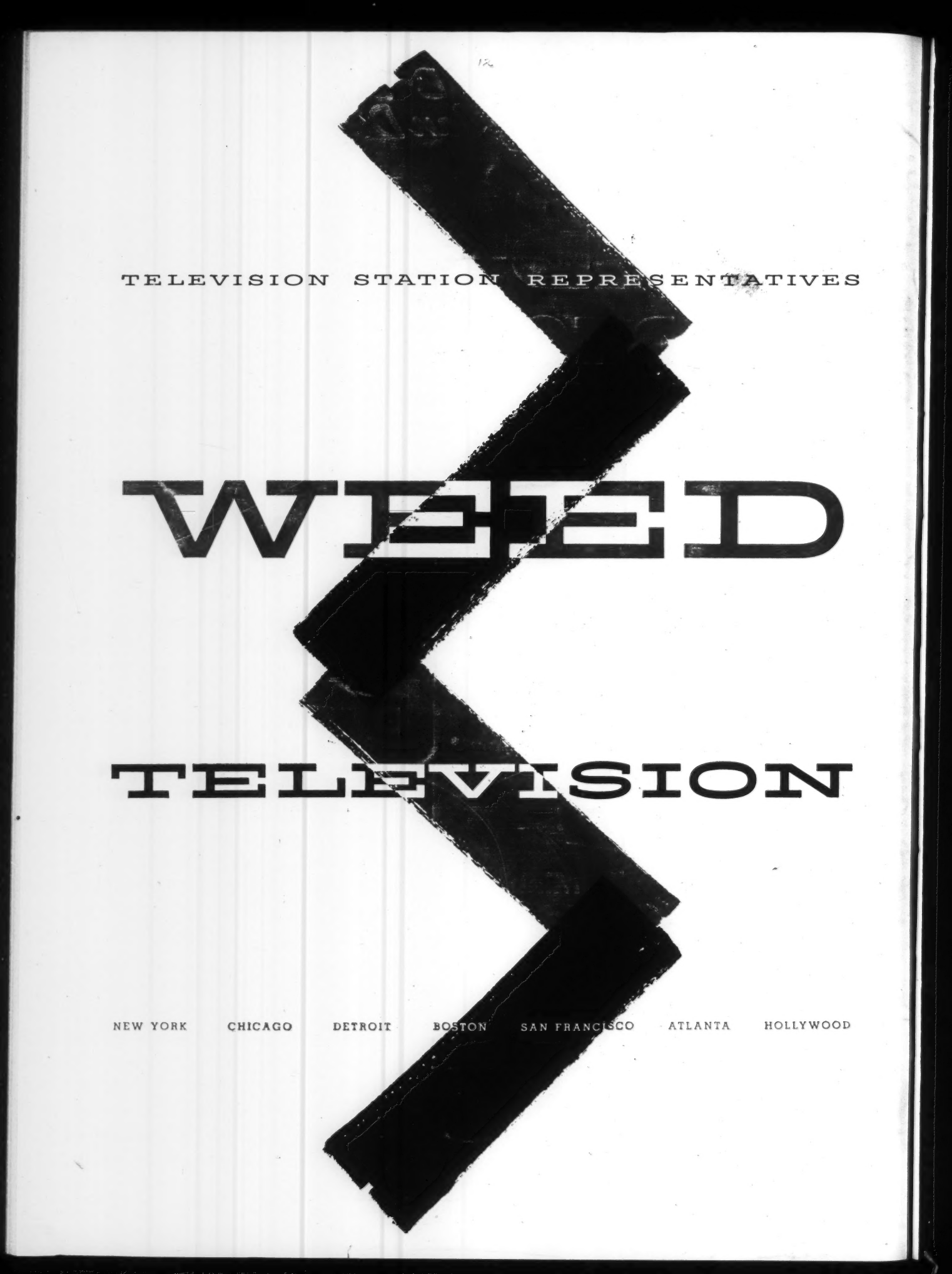
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